

MARCH 1952

BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

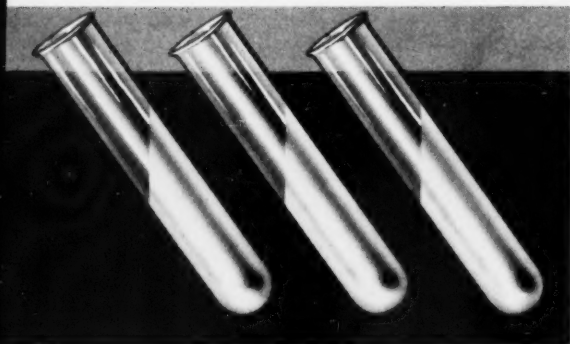
STYRENE — BUTADIENE — LATEX CAN ALL BE

PROFIT MAKERS

Page 37

**Good Housekeeping
—Good Business!**

Page 38

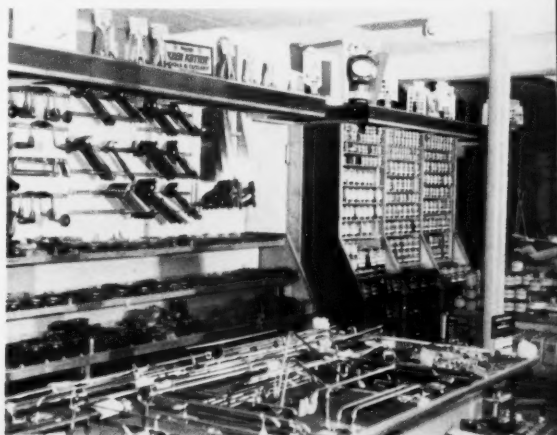


**REMODELS STORE TO DISPLAY
AND SELL MORE SUPPLY LINES**

Page 33 —

**Two Ways to Slash Costs of
Bookkeeping and Delivery**

Page 32

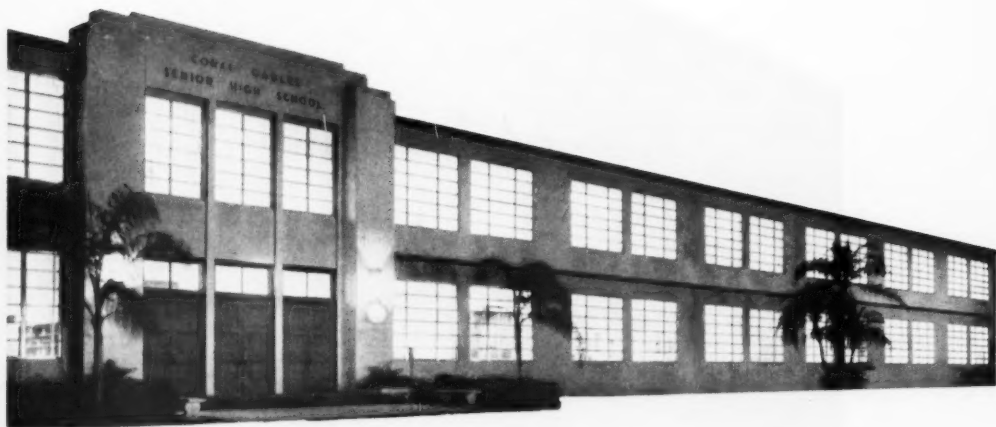


CONVENTION HIGHLIGHTS — Virginia, Miss., Md.

21,000 Attendees

Continued on Page 3

IN THE FINEST INSTALLATIONS

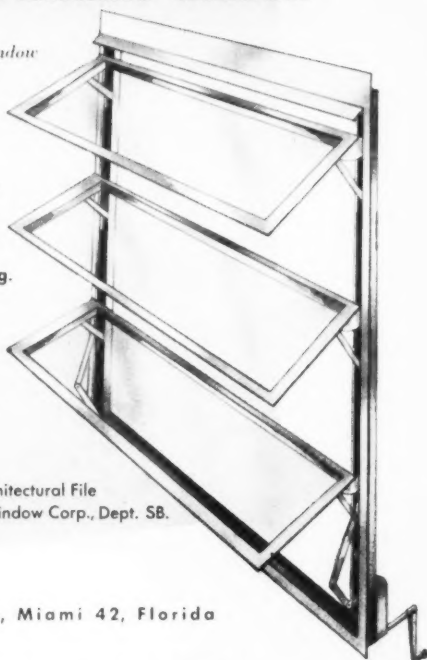


THE ALL-ALUMINUM MIAMI AWNING WINDOW

Look to the all-aluminum Miami Awning Window when beauty, long wear, and dependable operation are the important requirements.

- Constructed from extra-heavy aluminum alloy sections (63-ST5).
- Both sides of vent sections are actuated with equal pressure through a patented, concealed torque shaft allowing easy, balanced opening and closing.
- Plastic weather-stripping, optional.
- Available for immediate shipment.

For fine installations in schools, hospitals, office buildings and small homes, specify the all-aluminum Miami Awning Window.



For further information, see Sweet's Architectural File 17A or — write, wire or phone Miami Window Corp., Dept. SB.
Mi

**MIAMI
Awning
WINDOW**

5200 N. W. 37th Avenue, Miami 42, Florida

Air Infiltration Tests Taken by Pittsburgh Testing Laboratories



A COMPLETE LINE OF QUALITY STEEL BUILDING PRODUCTS

... KEEP CONSTRUCTION COSTS DOWN

Architects and builders everywhere are finding a way to combat today's top-heavy building costs by using Steelcraft building products. Low in first cost, they are easy and quick to install ... speed up construction ... help reduce overall building costs. A complete line of steel building products from one source ... with prompt shipping schedules.

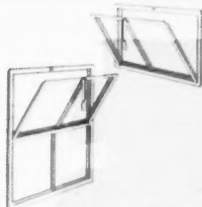
BONDERIZED STEEL RESIDENCE CASEMENTS

Made of hot rolled steel sections, Steelcraft steel residence casements are available in all popular sizes. Picture windows, frames and combinations are standard items. Steelcraft steel casement windows are preferred by progressive architects and builders because they combine modern beauty with all these advantages:

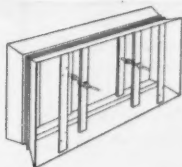
- **Easy to Operate** Precision built, die cast roto-type under screen operators and locking handles make them easy to open ... easy to close. They will not stick, rattle or warp.
- **100% Ventilation** Full opening ventilators can be adjusted to deflect the breeze into the room insuring maximum ventilation at all times.
- **More Light** The trim narrow lines permit maximum amount of light to enter the room.
- **Weatherproof ... Water-Tight** Double weathering contact on both the inner and outer edges provide two weather seals on all sides. Locks tight—stays tight.
- **Minimum Upkeep** Bonderized for permanent protection with a baked-on prime coat reduces maintenance cost.



OTHER STEELCRAFT PRECISION BUILT METAL BUILDING PRODUCTS



Steel Basement and Utility Windows. Armless ventilators are easily removed.



Basement Sash Form. Easy to use, saves time—reusable.



Steel Door Frames. One piece, welded construction. Reinforced mitered corners won't open.



Aluminum Inside Storm Sash fits all metal casement windows. No measuring ... standard sizes ... easy to install.



Sliding Steel Closet Doors. Packed, ready to install, easy screw-driver installation.



Formed Steel Lintels. Wide range of stock sizes. Heavy gauge steel. Bonderized.

MAIL THIS COUPON TODAY

The Steelcraft Manufacturing Co., Dept. 585-352
9017 Blue Ash Road, Rossmoyne, O. (In Greater Cincinnati)

Please send literature on full line ()

I am particularly interested in _____

Name _____ Title _____

Company Name _____

Business Address _____

City _____ Zone _____ State _____

THE STEELCRAFT MANUFACTURING COMPANY
ROSSMOYNE, OHIO (IN GREATER CINCINNATI)

MARCH, 1952 ... Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

The finest masonry work starts with

Cumberland Masonry Cement



Dixie Saving Stores Warehouse, Chattanooga. Verhey Construction Co., Contractor. William A. Martin, Architect. Garland Sherman, Masonry Contractor. Hibbler-Barnes Co., Masonry Cement Supplier.

Today's builders know that there's more to masonry work than just cementing the building units together. Beauty has become an important factor in construction of all types. That's why so many architects, engineers and masons throughout the South are turning to Cumberland—the pleasingly light-colored masonry cement that adds so much to the beauty of the building.

Color is one reason why you get better results with Cumberland Masonry Cement. Body is another—mortar made with Cumberland has the sound, *uniform* body needed to support course after course of masonry units without squeezing out the joints or permitting uneven settling. Try Cumberland Masonry Cement on your next job and see the difference it makes in beauty and in sound construction. You get better results with Cumberland because it's better Masonry Cement.

THE 10 BASIC REQUIREMENTS OF HIGH-QUALITY MASONRY CEMENT*

1. Plasticity
2. Body
3. Strength
4. Yield
5. Color
6. Adhesion & Bond
7. Negligible Shrinkage
8. Water Retention
9. Water Repellency
10. Non-efflorescing

**Cumberland
gives you all 10!*



Cumberland
PORTLAND CEMENT COMPANY
Chattanooga Bank Building • • Chattanooga 2, Tennessee

Portland — High Early Strength — Air Entraining — Masonry

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.

another **HOMASOTE FIRST** — designed to reduce the cost of building



**For the speedy, economical
construction of FIELD OFFICES
and TOOL SHEDS...**

... use a material that's strong and crackproof—that's completely weatherproof, light in weight and easily worked... a material that's made in Big Sheets—up to 8' x 14'—in sizes two men can handle easily and at considerable savings in labor and materials.

Use Homasote—the oldest and strongest insulating-building board on the market. Here is a board that has proved itself in industrial, residential and farm buildings—and in every climate from Alaska to Little America. Homasote's re-

sistance to weather makes it the perfect *protective* material for field offices and tool sheds.

Homasote saws and nails like wood and need not be painted. The Big Sheets mean that you build better, faster and at less cost. Field offices and tool sheds may be easily transported from job to job.

For comfortable working conditions for men in the field—for full protection of records and tools—specify Homasote... Let us send you literature and specification folder showing its many uses.



Nova Sales Co.—a wholly owned Homasote subsidiary—distributes the Nova Roller Door, Nova-I, P. C Waterproofing Products, Nova Sidewalls and the Nova Loc-Nail. Write for literature.



**HOMASOTE
COMPANY
TRENTON 3, N. J.**



—makers of the oldest and strongest
insulating-building board on the market

Homasote Company, Trenton 3, N. J. Dept. 47A

Send literature on Homasote Insulating-Building Board.

ADDRESS.....

NAME.....

CITY & ZONE.....

My lumber dealer is.....



PLASTERGON Wallboards

THE PLASTERGON WALLBOARD COMPANY
P. O. Box 40, Station B, Buffalo 7, N. Y.

Cable Address, "Plastergon" • Phone Riverside 3370

9 WAYS TO MAKE YOUR CUSTOMERS HAPPY

Successful selling secret: *give the customer exactly what he needs.*

That's why Plastergon is today's No. 1 line of wallboards and insulating boards. Plastergon products help you keep customers satisfied customers . . . help you ring up those extra sales that mean so much to profits.

Look over the many sizes, thicknesses, types, and finishes represented in the nine Plastergon boards. There is one for every customer need.

Write for full details including product handout literature.

- A. DUO-TONE**—2-color wallboard in 6 different color combinations. Four ply . . . 48" wide . . . 6 to 12 ft. long. Bundles of 12.
- B. BUCKSKIN READY BEND**—1/10" pebbled wallboard especially useful in display work. 4' x 8' panels . . . 20 pieces per bundle.
- C. PERFECT-O-CELL**—Approximately 3/16", 4 ply, pebbled wallboard with extra sizing on both sides. Rich, cream color. 48" wide . . . lengths 6 to 12 ft.
- D. MAMMOTH**—Approximately 1/4", 5 ply, pebbled wallboard of great beauty and strength. 48" wide . . . standard lengths 6 to 12 ft. Bundles of 10.
- E. ECONOMY**—A lot of value at low cost. Smooth finish both sides. 4 ply . . . 48" wide . . . 6 to 12 ft. long . . . Bundles of 12.
- F. EBONY**—1/4" asphalted underlay board. 30" x 48" (100 sq. ft. per bundle). Also standard panels 48" wide, 4 to 12 ft. long.
- G. BUDGETAIRE PAINTCOTE**—5/16" insulating board. Licorice root fibers. Factory painted one side. 48" wide . . . 6 to 12 ft. Bundles of 10.
- H. LOCKAIRE PAINTCOTE**—1/2" insulating board. Licorice root fibers for greater strength. Factory painted one side 48" wide . . . 6 to 12 ft.
- I. LOCKAIRE**—1/2" and 25/32" Asphaltic board. 48" wide . . . 6 to 12 ft. long . . . Also v-joint panels 2' x 8'. 25/32" building boards.

FREE to Building Supply Dealers

★ ★ ★ Use Handy Coupon Page 7

PRINTED HELPS

3. 86 Color Schemes for White Houses. Pocket-size book illustrates new color schemes for outside trim. Shows how revolutionary new White ONE-KOATT House Paint saves home owners hundreds of dollars. Valuable for promoting sales of exterior paints. The Peaslee-Gaulbert Paint and Varnish Company, Louisville, Ky.

11. Stair, Fan Opening. Sheet lists features and sizes, and tells how to install Huntington "Metal-Fold-Safty-Stair" in 20 minutes. For use as attic fan opening, panel bolts are removed and fan tunnel is built over stair, putting access door at end of tunnel at top of stairs. Huntington Industries, Inc., P. O. Box 3176, Memphis, Tenn.

13. Sash Balance. New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is ex-

plained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

15. Plastic Tileboard. New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, Louisiana.

17. Folding Stairway. Attractive new folder tells how simple the Precision folding attic stairway is to operate, and how it fits any ceiling. Advantages, construction features, and specifications are given. The Precision Parts Corporation, Nashville 7, Tenn.

19. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It

gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

21. Hunter Zephair Fans. A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

23. Heatilator Fireplaces. Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

27. Roofing. "Putting Nature's Colors to Work" is a four-color book on the importance of roofing colors in exterior decoration. Color schemes are suggested. The Flintkote Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

29. Awning Windows. Illustrated Catalog No. 89 gives sizes and types, specifications for the complete unit and hardware specifications, and construction data on Gate City Awning Windows. Prices, discounts and complete architectural file are available. Write The Gate City Sash and Door Co., P. O. Box 901, Fort Lauderdale, Florida.

31. Asbestos-Cement Products. Colorful new booklet contains many photographs of residential and commercial installations of Asbestone asbestos-cement building products. It also contains information on the company, its engineering and estimating serv-

Now it's here! LONGVIEW MORTAR MIX

AN OLD FIRM
INTRODUCES A NEW PRODUCT!

The Building Industry wanted it—and here it is: LONGVIEW MORTAR MIX, the perfect masonry mix coming to you from Longview Lime Corporation, the firm that has served the South's strictest builders for nearly 80 years. LONGVIEW MORTAR MIX is a result of careful chemical research by the Southern Research Institute. It's superbly blended and fully meets Federal and A.S.T.M. specifications for brick, stone or stucco construction.



LONGVIEW LIME CORPORATION

1717 SECOND AVENUE SOUTH • BIRMINGHAM 3, ALABAMA

MARCH, 1952 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

FOR EXTRA, PROFITABLE BUSINESS

Sell NEVAMAR[®]

THE PRE-FINISHED SURFACING MATERIAL

For every type of building or remodeling, NEVAMAR is the perfect surfacing material to create interiors of lasting beauty. Its superior qualities have been demonstrated in years of actual service. It is the laminate you can recommend with confidence to your customers.

NEVAMAR[®] . . Pre-sold to Your Customers

A continuous campaign of advertising in leading architectural, building and decorator magazines is pre-selling NEVAMAR to your customers. Keep NEVAMAR samples where customers can see them in all their rich patterns and decorator colors. Make this advertising pay off for you!

NEVAMAR[®] . . Tops for Any Surface

NEVAMAR is ideal for any type of horizontal or vertical surface. Long established as a perfect topping for tables and counters, its uses extend to wall panels, doors, built-in fixtures . . . a natural for kitchens, bathrooms, clubrooms, store interiors.

NEVAMAR[®] . . Designed for a Lifetime

NEVAMAR is a hard, non-porous, high-pressure laminate that has amazing resistance to wear. It will not stain—admits no dirt or grease. It is not affected by alcohol or boiling water . . . resists cigarette burns. It stays beautiful always!

NEVAMAR[®] . . A Source of Bigger Volume

Get all the facts about NEVAMAR now! Learn how you can make it a source of increased sales and greater profits. You'll satisfy more customers, too, because once they've used NEVAMAR, they'll come back for more. Write for all the facts today.

For information concerning local distributorships, write to
The Nevamar Company, 1224 Wicomico St., Baltimore-30, Md.

DISTRIBUTOR: THE NEVAMAR COMPANY, BALTIMORE-30, MARYLAND

 **The NATIONAL Plastic Products Company**

Manufacturers of Nevamar Decorative and Industrial Laminates • SARAN FILAMENTS • Wynene Molded Products
COLUMBIA, MARYLAND • NEW YORK EMPIRE STATE BUILDING • LOS ANGELES 2252 EAST 37th STREET

This is
NEVAMAR[®]

a high pressure laminate surface, designed for long life and lasting beauty. Nevamar is not affected by stains, alcohol, heat, acids, alkalis, grease, oil or similar substances. It will not crack, crack or peel. Nevamar is resistant to cigarette burns and withstands boiling water. There may be cleaned with soap and water.

If you have your Nevamar surface blemished, don't use abrasive cleaners. A protective pad should be used beneath hot vessels, electric heaters and similar appliances. Don't use your Nevamar surface as a cutting or chopping board.

Guaranteed by
Good Housekeeping

THE NATIONAL Plastic Products Company
1224 WICOMICO ST., BALTIMORE 30, MD.

NEVAMAR Laminates
Approved by NEMA
National Electrical Manufacturers Association



ice, and its testing of materials. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

33. Kuver-Krak Panels. Folder describes application of Kuver-Krak panels over cracked plaster ceilings. Sent by the Upson Company, Lockport, N. Y.

37. Folding Stairways. New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 96, Memphis, Tenn.

39. Asbestos Siding. "New Look That Lasts Forever" describes and shows with photographs the advantages of using Mustang's new asbestos siding shingles. Stuffers with same story are also available. The Asbestos Company of Texas, Post Office Box 1082, Houston 1, Texas.

41. Waterproof Adhesives. Two-color circulars and envelope stuffers describe Miracle waterproof adhesives, including Black Magic adhesive, wall-board cement, tub-caulk, and ceramic tile cement. A colorful brochure on "Construction by Adhesion" is available. The Miracle Adhesive Corporation, 214 East 53rd Street, New York 22, N. Y.

43. Applications of Asphalt Roof. "Good Application Makes a Good Roof Better," summarizes application practices for all types of asphalt roofing, with related data for roofing selection. The Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 19, N. Y.

47. Flexboard. A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

55. Fiber Wallboards. Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plastergon Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

57. Window and Attic Fans. Two new 1952 bulletins on window and attic fans have been published by Reed Unit-Fans, Inc., 1001 St. Charles Ave., New Orleans, La. A new line of 20", 24" and 30" 2-speed window fans along with the established line of reversible window and attic fans are described in these bulletins.

61. Aluminum Awning Windows. Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, 5200 N. W. 37th Ave., Miami 42, Fla.

63. Home Insulation. A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

65. Rock Wool Insulation. Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" val-

ues are given with diagrams of typical construction, with and without insulation. The National Gypsum Company, 325 Delaware Avenue, Buffalo 2, N. Y.

71. Bag Truck. A new catalog sheet explains how quantities of cement, plaster, lime, other masonry materials, and shingles are handled on pallets of the Anco bag truck. Ways to cut handling costs are given. The Anthony Truck Company, P. O. Box 375, Paducah, Ky.

73. Kitchen Ventilation. Advantages of Trade-Wind Clipper ceiling and kitchen cabinet ventilators are described in new literature which points out exclusive features and gives complete specifications. These ventilators can be used in kitchens, bathrooms, laundries, dens and commercial establishments. Trade-Wind Motorfans, Inc., 5703 South Main Street, Los Angeles 37, Calif.

85. Barn Ideas. New illustrated folder suggests Celotex materials to use for building better tobacco-curing barns, storage buildings for sweet potatoes, and other farm applications. Construction drawings show where and how materials are applied. The Celotex Corporation, 120 S. LaSalle Street, Chicago 3, Ill.

87. Outdoor Fireplaces. A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13900 Miles Avenue, Cleveland, Ohio.

89. Sash Holders. Uses, sizes, and installation instructions for Vikre sash holders are contained in a new folder suitable for envelope stuffers. The J. N. Vikre Company, Inc., 3016 14th Avenue South, Minneapolis, Minn.

91. Rustproof Screening. Dealer helps for Lumite saran screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.

PRINTED HELPS

(From page 5)

Order this **FREE LITERATURE** by filling in coupon on page 7 of this S'B'S, then mail

93. Disappearing Stairways. A detailed drawing that shows the workings of the Myer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.

95. Paint Thinner. Tandrotine—a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

97. Wood Window Promotion. Literature describes newspaper mats, direct mail pieces, movie trailers, radio spot announcements, billboards, and television advertising of wood windows. All are offered dealers at nominal cost. Wood Window Information Service, 38 S. Dearborn Street, Chicago 3, Ill.

101. Vermiculite Insulation. A new eight-page illustrated folder on the characteristics of Zonolite vermiculite granular fill insulation, insulating plaster aggregate, insulating concrete and acoustical plastic is available for dealer use. A report on fire tests is included. The Zonolite Company, 135 S. LaSalle Street, Chicago 3, Ill.

105. Tylac Products. "Miracle Walls by TYLAC" is an eight-page illustrated booklet describing Tylac plastic enameled, pre-fabricated wallboards; Tylachrome bathroom accessories; Prestwood and metal moldings. Prices are included. The Tylac Company, Monticello, Ill.

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the March, 1952, issue of S'B'S with these key numbers: _____

Name _____

Position _____

Firm _____

Mail Address _____

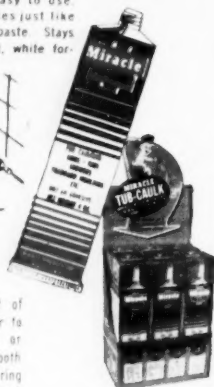
City, State _____

Dealers Everywhere Report:

"FASTEST SELLING ITEMS WE EVER CARRIED*!"



So easy to use.
Applies just like
toothpaste. Stays
bright, white for
ever.



Packaged in Colorful,
Self-Selling Counter
Display!

Easy to Use MIRACLE TUB-CAULK

Squeeze bright, white Tub-Caulk right out of the tube—like toothpaste. Dries in one hour to tight waterproof seal that won't shrink or crumble. Keeps its bright, white satin-smooth finish even after repeated use of harsh scouring powders. Your customers each will buy several tubes of Tub-Caulk to seal around bathtubs, to fill in cracks around shower stalls and to seal cracks between sinks and walls and between window or door frames.

*One large retailer reports: "\$12,816 Miracle Tub-Caulk sales in 30 days — Most successful promotion ever run!"



Solves toughest
gluing problems.



MIRACLE Black Magic ADHESIVE

as described in Reader's Digest

The rugged waterproof adhesive for heavy duty jobs. Your customers will want Black Magic Adhesive to replace loose tiles in walls, floors or mantels, to fasten rubber strips, gaskets, and bumpers on car doors or refrigerators, and to attach furring strips directly to concrete or masonry walls with Miracle Anchor Nails.

Join the profit parade. Order stock today, and watch sales come fast and easy — and your profits roll in!



MIRACLE

ADHESIVES CORPORATION
214 E. 58th STREET, NEW YORK 22, N.Y.

ASSOCIATION DIRECTORY

Associations serving Building Supply Dealers in
Southern and Southwestern states—and served
by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

Arkansas Association of Lumber Dealers—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: E. E. Bonsteel, Harrison, Ark.

Carolina Lumber and Building Supply Association—114 Builders Building, Charlotte, N. C. Secretary-Managers: E. M. Garner. Tel. 2-4921. President: J. C. Cauthen, Rock Hill, S. C.

Florida Lumber and Millwork Association—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: Francis J. Igou, Orlando, Fla.

Kentucky Retail Lumber Dealers Association—Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: Elbert Myers, Glasgow, Ky.

Louisiana Building Material Dealers Association—528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Ruford H. Smith, Lafayette, La.

Building Material Merchants of Georgia—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: W. R. Bedgood, Athens, Ga.

Lumbermen's Association of Texas—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: W. B. Miltstead, Houston, Tex.

Middle Atlantic Lumbermen's Association—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. Penpacker 5-5377. President: G. Hunter Bowers, Frederick, Md.

Mississippi Retail Lumber Dealers Association—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: W. P. Kelly, Winona, Miss.

National Retail Lumber Dealers Association—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Clyde A. Fulton, Charlotte, Mich.

Oklahoma Lumbermen's Association—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Robert A. Parker, Ponca City, Okla.

Southern Sash and Door Jobbers Association—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

Southern Wholesale Lumber Association—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

Southwestern Lumbermen's Association—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265. President: Henry H. Jones, Little Rock, Ark.

Tennessee Building Material Association—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Fleming Smith, Nashville, Tenn.

Virginia Building Material Dealers Association—3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Maurice R. Large, Farmville.

West Virginia Lumber and Builders Supply Dealers Association—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: C. L. Lantz, St. Albans, W. Va.

The New BERRY DOOR

Sets the

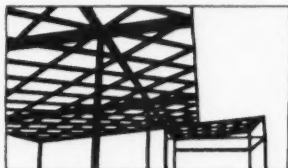


Inside of New 16' Berry Door showing Diagonal Grid Design



Berry 8' x 7' Door with Lights

Diagonal Grid Clear Span Roof Design



tandard of the Industry

With the Strongest, Easiest Operating Garage Door Built

Once again, Berry Door takes the steps which make it a leader. New diagonal grid design makes use of light weight, narrow structural reinforcing sections, a principle proven in many successful buildings with wide, unsupported spans. The heavy, bulky construction common to other metal garage doors is eliminated by this new diamond-shaped frame. Result: a rigid 8 x 7 panel which supports a load of 50 pounds on any corner without serious deflection—and the strongest 16' door the industry has ever known.

This combination of great strength and light weight makes possible the easiest operation in garage door history. Over-sized bearings and the Berry Easy-Guide track, plus hardware designed by one of the "old heads" in the business, give Berry Doors that feather-light touch that wins owners and builders and gives dealers the assurance there'll be no "come backs."

OTHER BERRY DOOR FEATURES:

- A complete line, 8 x 7 and 9 x 7 canopy and track types, 16 x 7 track type • All available with rubber-mounted lights with attractive, "snap-in" rubber mouldings, factory installed, replaceable by owner • Fastest, simplest installation in the field • Owner-adjustable lifting mechanisms • Horizontal grooves to blend with contemporary home design • Durable zinc plating, plus bonderizing and a high grade factory prime coat of paint • Foolproof locking mechanism latching on both sides • Adjustable, replaceable bottom seal • And prices which reflect the engineering and production methods of the automotive industry.

SEND FOR DETAILS ON THE BERRY DOOR LINE and the story for you building supply dealers.

STEEL DOOR CORP., 368 S. Jessie St., Pontiac, Mich.

Please send details of Berry Door Line

☐ Jabber

☐ Dealer

Name _____

Company _____

Address _____

City _____

Zone _____ State _____

STEEL DOOR CORP.

PONTIAC

MICHIGAN



For Sales Action . . . Sell Jackson!



*One of America's
Leading Lines*

**You won't miss
a single sale
with this line-up!**

**Jackson Table-Top Electric
Water Heaters come in a
range of models and prices
to fit any customer demand.**

Your customers may choose any one of these models according to their family needs. Available in both 30 and 40 gallon capacities, the counter height heaters are designed to fit in any kitchen, laundry, bathroom or rumpus room as a useful and attractive piece of furniture.

All cabinets are finished in gleaming white, with lustrous black "toe rail" at the bottom. Tanks are made of heavy gauge steel, hot dip galvanized; a full 2 inches of insulation surrounds each tank and minimizes heat loss. 230/240 Volts A.C. only.

These heaters are your answer to customer demand and increased profits.

Phone, wire or write today for full information on this outstanding line.

Approved by
Underwriters
Laboratories, Inc.



W. L. JACKSON MANUFACTURING COMPANY, INC.

1222 E. 40th Street

Chattanooga, Tennessee

SALES REPRESENTATIVES

J. A. LLOYD FACTORY SALES AGENT

Warehouse Stocks Carried

375 Whitehall St. S. W.
Atlanta, Georgia
Telephone LAmar 1977


2506 Lucena Street
Charlotte, N. C.
Telephone 5-8258

L. O. LEDFORD SALES AGENCY

311 Chickamauga Avenue
Rossville, Georgia
Telephone 89-5554

GEORGE H. ANDERSON COMPANY

P. O. Box 2235
Memphis, Tennessee
Telephone 9-2724



There is a Type,
Size and Grade of

APMT

Douglas Fir Plywood
for every
Building Need

As one of the oldest and largest producers in the industry, Associated makes a type, size and grade of Douglas fir plywood for every building need:

Interior-type: For walls, ceilings, cabinets, built-ins; for sheathing and subflooring.

Exterior-type: For siding, outdoor signs, farm structures, boats of all sizes and shapes.

Sea Swirl (interior and exterior). A beautiful decorative plywood for remodeling and new construction.

Plastic surfaced plywood (exterior-type): For concrete forms, siding for commercial and industrial buildings.

Plyron (interior and exterior). Plywood core between hardboard surfaces. For all types of construction; built-ins, furniture.

All APMT plywood is manufactured in the heart of the Douglas fir region of Oregon; is grademarked and trademarked; is available through branch sales warehouses in major building cities, sold by experienced plywood men. Your inquiries are invited.

BRANCH SALES WAREHOUSES:

4268 Utah Street, St. Louis, Missouri
4814 Bengal Street, Dallas, Texas
4003 Coyle Street, Houston, Texas
1026 Jay Street, Charlotte, North Carolina
111 Welborn Street, Greenville, South Carolina
925 Toland Street, San Francisco, California
Eugene, Oregon

SALES OFFICES:

31 State Street, Boston, Massachusetts
Los Angeles, California

**ASSOCIATED PLYWOOD
MILLS, INC.**

General Offices:
Eugene, Oregon

Plywood plants at Eugene and Willamina, Oregon
Lumber mill at Roseburg, Oregon

For you in '52...

double-barreled

With the help of your Celotex dealer and your builder
**Look what you can get
 in a home of
 moderate cost!**



1. Look at your Celotex dealer's display of Celotex products. You'll find a wide variety of products that can help you build a home of moderate cost. Celotex products are available in a wide variety of quantities to suit your needs. They are also available in a wide variety of colors and finishes to match your home's decor.

2. The Celotex Way to Build. Celotex products are designed to be used in a variety of ways. They can be used to build a home of moderate cost, or they can be used to build a home of high cost. Celotex products are designed to be used in a variety of ways. They can be used to build a home of moderate cost, or they can be used to build a home of high cost.

3. Celotex products are designed to be used in a variety of ways. They can be used to build a home of moderate cost, or they can be used to build a home of high cost. Celotex products are designed to be used in a variety of ways. They can be used to build a home of moderate cost, or they can be used to build a home of high cost.

4. Celotex products are designed to be used in a variety of ways. They can be used to build a home of moderate cost, or they can be used to build a home of high cost. Celotex products are designed to be used in a variety of ways. They can be used to build a home of moderate cost, or they can be used to build a home of high cost.



5. If you're remodeling your home, Celotex products can help you. They can be used to build a home of moderate cost, or they can be used to build a home of high cost. Celotex products are designed to be used in a variety of ways. They can be used to build a home of moderate cost, or they can be used to build a home of high cost.

Mail Coupon for 1952 Celotex Book of Homes
 Request an Genuine **CELOTEX** Building Products
 THE CELOTEX CORPORATION, 1205 LA SALLE ST., CHICAGO 3, ILLINOIS

Celotex Quality Products that save you money when you build or remodel!

<p>Celotex Double Water-Resistant Insulating Sheathing</p>	<p>Celotex Triple Insulated Asphalt Shingles</p>	<p>Celotex Back Wall Blankets</p>
---	---	--

Send now for beautiful, colorful, new 32-page book!

The Celotex Corporation, Dept. 10-32
 1205 La Salle St., Chicago 3, Ill.
 Please send me the 1952 Celotex Book of Homes containing design for
 hundreds of homes. Name and address - including the size of the
 home. Enclose \$1.00.

Name _____
 Address _____
 City _____ State _____

Celotex stages a great advertising drive

Designed to help you get



1

**A LARGER
SHARE OF THE
NEW BUILDING
MARKET**



2

**A LARGER
SHARE OF THE
BIG REMODELING
MARKET**

Clear the deck! Get set for action! Big buying action steered to you in '52 by the terrific new Celotex National Advertising Campaign in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME, SMALL HOMES GUIDE.

Month after month, colorful, full-page ads like the one shown here will feature a beautiful home of moderate cost from the 1952 Celotex Book of Homes. Every ad will do a DOUBLE-BARRELED selling job, aimed at increasing your share of the huge remodeling business, as well as the new homes market. Every ad will tell prospects right in your own community—"See Your Celotex Dealer"—for information, advice and all the materials.

But that isn't all! Consistently through 1952, Celotex will also run impressive, four-color Interior Finish ads in BETTER HOMES & GARDENS and AMERICAN HOME. Plus eye-stopping, sales-starting remodeling ads in FARM JOURNAL, SUCCESSFUL FARMING and other leading farm magazines. All shouting—"See Your Celotex Dealer!"

And there's still more! Big, hard-hitting ads to sell your builder-contractor customers in PRACTICAL BUILDER, AMERICAN BUILDER and other leading professional magazines. Impressive ads to architects in MAGAZINE OF BUILDING, ARCHITECTURAL RECORD, PROGRESSIVE ARCHITECTURE.

All this, plus all the tested display and promotion aids you need to tie in and button up sales! Celotex provides an attention-getting, full-color poster. Attractive folders. Sure-fire ad mats. Publicity releases and mats. And the big, colorful 1952 Celotex Book of Homes.

But remember, there's only one sure way to cash in on the TREMENDOUS SALES WALLOP generated by this great new 1952 Celotex Advertising Campaign. And that is to identify your place of business as "Celotex Headquarters" in your community. So feature, display and promote the complete, fast-selling Celotex line. And make full use of all the tie-in and selling aids Celotex provides. That's the money-making thing to do in '52!



Sales come easier—when you feature genuine

CELOTEX

REG. U. S. PAT. OFF.

BUILDING PRODUCTS

The Celotex Corporation, 120 S. LaSalle Street, Chicago 3, Illinois

A Big IMPRESSIVE LINE OF Easy to Sell PRODUCTS

HERE is an impressive line of quality products that will make money for you as it is doing for Building Material Dealers throughout the South. Well-known product names—consistently advertised for years—are in this line, each easy to SELL because of its dependable quality, its prestige and ready public acceptance. If you are not selling SSIRCO manufactured and distributed products—Products That Sell at a Profit—we invite you to start now. Write today . . . for information on your profit possibilities with the SSIRCO Quality Line.

What's More!

15 Warehouses at strategic points throughout the South permit SSIRCO to give you Overnight Delivery or Drive-In Pick-Up. To you that means—low inventory, less investment requirements. Add to that the advantage of a complete line of fast-moving products, generous profit margins, free selling aids, and here's what you've got: The right combination that spells more profits for you.

SSIRCO

Also SALES Help

FREE Business Builders to help you SELL the SSIRCO line: Dealer Signs, Sales Literature, Displays, Radio Copy, Ad Mats.

SSIRCO

Manufacturers & Distributors

SOUTHERN STATES

OVERNIGHT SERVICE FROM

Savannah, Ga.	Albany, Ga.	Orlando, Fla.	Birmingham, Ala.
Atlanta, Ga.	Augusta, Ga.	Tampa, Fla.	Jacksonville, Fla.

Wood Walls that **WON'T BLISTER!**



SHAKERTOWN SIDEWALLS eliminate the peeling problem

YOU NEED NEVER have a customer complaint about blistering walls if you recommend pre-stained Shakertown Sidewalls. This wonderful rough wood wall material is treated with permeating stains that *do not* form a blistering vapor seal.

This remarkable absence of peeling, coupled with the obvious beauty, the recognized insulation properties and low maintenance cost of No. 1 cedar Shakertowns, is making history in the building material field. Top professional builders, architects and retail lumber dealers are increasing the use of cedar shakes so fast that we had to quadruple capacity to produce them during the last three years!

With the increasing importance of the remodeling field during the current restrictions on new construction, you should take advantage of the increasing preference for Shakertown Sidewalls. They are quick and easy to apply over almost any other sidewall material. For full details and color samples, write the address below.



THE PERMA PRODUCTS COMPANY
7001 Morgan Avenue Cleveland 27, Ohio

IRON ROOFING CO.

15 BRANCH WAREHOUSES

Hottelburg, Miss.

Nashville, Tenn.

Louisville, Ky.

Raleigh, N. C.

New Orleans, La.

Memphis, Tenn.

Columbia, S. C.

Richmond, Va.



Manufacturers & Distributors

To those who build or remodel —

ASBESTONE

ROOFING SHINGLES

are easier to sell — and sure to last



Check these Features of
ASBESTONE!

- ✓ **Beautiful**—adds distinction and value to any building
- ✓ **Durable**—lasts a lifetime
- ✓ **Economical**—moderate initial cost—practically no upkeep
- ✓ **Fireproof**—absolutely incombustible
- ✓ **Weatherproof**—does not rot, rust or corrode
- ✓ **Termiteproof**—no organic matter for termites to eat
- ✓ **Insulating**—homes are snug in winter, cooler in summer
- ✓ **Easy to apply**—on new houses or over old roofs



AND More and More Beautiful Homes Have ASBESTONE Siding Shingles — deep wood-grain finish—in four colors: Gray, Greentone Blend, Bufftone Blend, White. Straight or Wavy Edge.

Modern! —ASBESTONE Wallboard

For homes, stores, offices—For interior partitioning and exterior finishes . . . easy to install . . . fireproof . . . can be painted for color effects. Ideally suited for all types of farm buildings. Available in both "Flexible" and "Utility" grades.

Asbestone also manufactures the famous Corrugated Asbestone Roofing and Siding in two weights—Corrugated Standard "400" and Economy "250"



AND IN ADDITION—COLORS, DESIGNS, TEXTURES THAT SELL ON SIGHT!

Early American Strip—in the distinguished, traditional shingle design—in wood texture finish—Available in Five Popular colors.

Dutch Lap—For a straight-line effect—in a distinctive deep wood-grain finish

Hexagonal—Popular diamond pattern—in a smooth finish

All Lifetime Products of



5300 Tchoupitoulas Street • New Orleans, Louisiana

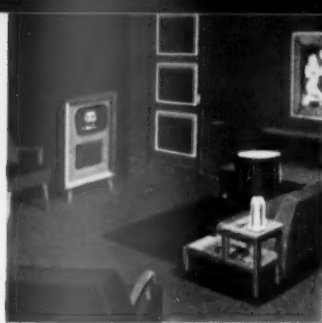
**Specialists In Asbestos-Cement
Building Products For Over 25 Years**



Ideally suitable for modern color themes, particularly the brilliant new Oriental shades.



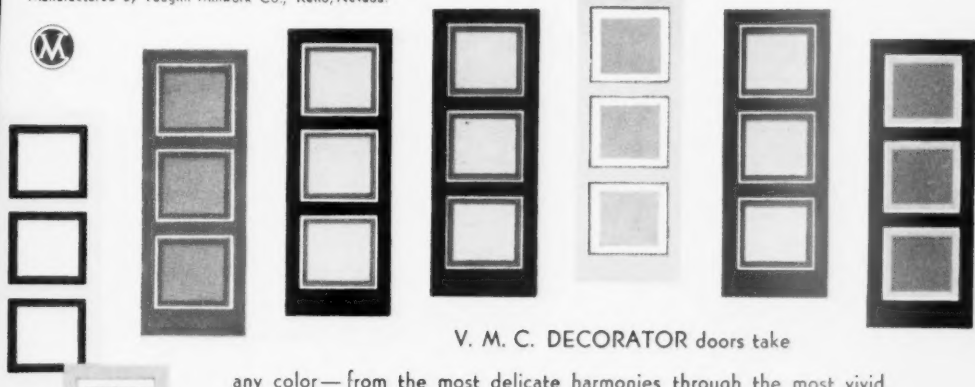
The color harmony of your Decorator Door carries out the individuality of your kitchen.



The V. M. C. Decorator Door blends the soft tones of your bedroom into one lovely unit.

DECORATOR DOORS *capture the color of your rooms!*

Manufactured by Vaughn Millwork Co., Reno, Nevada.



V. M. C. DECORATOR doors take

any color—from the most delicate harmonies through the most vivid modern and Oriental combinations. Designed for easy painting.

V. M. C. DECORATOR DOORS are designed for easy painting. They're so finely finished that even the amateur's brush moves smoothly over a selected color area without smearing or overlapping other areas.



A revolutionary step in imaginative interior decorating! For the first time, a door that is truly PART of the room. Now, color harmonies can flow smoothly—eliminating unsatisfactory breaks in color continuity—a feature your customers will appreciate. V. M. C. DECORATOR DOORS are especially effective in modern and ranch type homes and add that touch of smartness in the remodeling and redecorating of old homes with traditional interiors.

Made of durable white pine, V. M. C. DECORATOR DOORS are manufactured by Vaughn Millwork Co., Reno, Nevada. For more profit, more customer satisfaction, always recommend V. M. C. DECORATOR DOORS. Standard and popular sizes are available.



DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia





Mr. Merchandiser:

HERE'S WHY YOU CAN RECOMMEND

WITH CONFIDENCE R • O • W

Removable **WOOD WINDOWS**

**SO EASY TO
CLEAN!**

How the housewife will welcome these weather-stripped, removable windows! Not only do they give her good ventilation, plus more light and beauty, but to clean them she simply has to press gently, lift them out—a whish and a whee and they're clean! Yet when they're locked, they are completely rattle-free and burglar proof.



**EASY TO
INSTALL!**

**EASY TO
PAINT!**



Carpenters and painters are enthusiastic about R•O•W Spring Cushion Wood Windows, too. Why? Talk to the men who handle them. The carpenter will tell you they go in so easily they are practically no work at all, and the painter will tell you how easy it is to work with these R•O•W windows. For more satisfied customers, and more profit to you, always recommend R•O•W Removable Wood Windows.

R•O•W

DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

MILLWORK PLANT RENO, NEVADA

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS

Bob Schaefer says, "Without Farm SalesI Could Not Stay in Business"



Bob Schaefer is a highly successful appliance dealer, operating over a radius of 30 miles surrounding Cullman, Alabama, a town of 7,000 population. In the Cullman trading area there are 27,000 farms of which 23,000 are electrified. Mr. Schaefer was winner of the 1951 Domestic Engineering National Award. He led the state of Alabama for 1951 in Range sales for one of the major manufacturers.

FARM AND RANCH SOUTHERN AGRICULTURIST NASHVILLE, TENNESSEE

More Southern Farm Families read Farm and Ranch-Southern Agriculturist than any other publication . . . circulation guarantee—1,290,000.

Mr. Schaefer is the owner of the Home Improvement Company which started in 1940 and now does a major portion of the total appliance business in the Cullman trading area. There are 27 competitive organizations.

After examining the list of Farm and Ranch-Southern Agriculturist subscribers in Cullman County, Mr. Schaefer said, . . .

"I've long been aware of the pulling power of Farm and Ranch-Southern Agriculturist, but I was surprised at the actual number of my good customers who are Farm and Ranch subscribers. These are fine people . . . top citizens in this community. I am proud to have them for customers and you should be proud to have them for subscribers."

Mr. Schaefer went on to say, "About 65% of my business is on the farm. This market is brand new. The thousands of newly electrified farms in this area have produced an equal number of new customers and a corresponding volume of virgin sales. No trade-ins . . . and therefore, higher profits."

"To make the most of a market like this takes advertising in magazines that are actually read by farm people. Your circulation list proves that beyond question. Farm and Ranch-Southern Agriculturist has the greatest circulation of any magazine in my trading area and the names I recognized are some of the best of our farm customers."

"Farm and Ranch-Southern Agriculturist is made for farm people. They read it . . . and they like it . . . this much I know. In my opinion Farm and Ranch-Southern Agriculturist is the biggest producer of farm sales. To me, this means *everything* . . . because, without farm sales, I couldn't stay in business."

Special Notice to Advertising Managers and Media Directors. What Mr. Schaefer has to say about the Southern Farm Market is fully substantiated by the agricultural statistics in the 1950 census. We are preparing a state-by-state digest of these figures as they are released. We will be happy to mail them to you as they come off the press.

Just sign the coupon and mail it to us.

FARM AND RANCH-SOUTHERN AGRICULTURIST, DEPT. 585-1 NASHVILLE, TENN.
Please put me on your mailing list for state-by-state Digest of 1950 agricultural statistics.

NAME _____ TITLE _____
FIRM _____ ADDRESS _____
CITY _____ ZONE _____ STATE _____

it can happen to you

if you don't stock these **WIZARDS WITH WOOD**

If a customer asks for Satinlac, Firzite or Weldwood Glue* . . . and if you don't carry them in stock . . . he's likely to get them from your competitor. Don't let him get the habit of buying these more-and-more-demanded products elsewhere. Stock up now—order these wizards today.

UNITED STATES PLYWOOD CORPORATION
 Dept. 398, 55 West 44th Street • New York 18, N. Y.

America's Largest Selling Wood Glue

WELDWOOD® **PLASTIC RESIN GLUE**



For making things or fixing things, recommend Weldwood Glue—for all wood-to-wood bonds. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! A fast selling item to hobbyists, home owners, contractors, carpenters! In self-selling display cartons! 10c, 15c, 35c, 65c, 95c and larger sizes.

Tame that wild grain with

FIRZITE*



Over 40 million feet of fir plywood are sold every week! Here's your market for FIRZITE, because it's a "MUST" when finishing fir plywood or any other soft woods. Used as

an undercoat it "tames" unsightly wild grain on stain jobs . . . virtually prevents grain raise or checking on paint jobs . . . readies the surface satin-smooth for stain, paint or enamel. (For blond, pickled or tinted effects, for that "woody" look, recommend White Firzite on either soft or hard woods.)

A "Natural" for these modern "natural" finishes

SATINLAC*



The big modern trend is for light natural wood finishes. When customers ask you what to use, you'll make friends by recommending SATINLAC. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Satinlac avoids that "built-up" look; yet will not turn yellow or darken with age. "Water-white"; easy to brush or spray; dries ready for next coat in 3 or 4 hours.

In pints, quarts, gallons.

*Trade Mark



*In response to our stepped-up ad campaign in Saturday Evening Post, Better Homes & Gardens, American Home, Living for Young Homemakers, Popular Science and over 20 others.



Sell this insulation OVER THE COUNTER
...each 15 lb. armload is 250 sq. ft.!

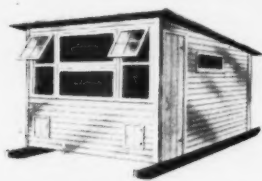
REYNOLDS ALUMINUM REFLECTIVE INSULATION



Tack or staple it under rafters or over ceiling joists.



Bow it in between wall studs—perfect vapor barrier, too!



Great for farm buildings. Increases poultry and livestock production.



Display this 20" x 13" colored aluminum sign!

Type B, aluminum on both sides. Type C, one side. Widths: 25", 33", 36".

MAIL THIS COUPON!

Here's the *most* insulating efficiency in the *smallest* package... at about half the cost of most bulk insulations. Anybody can walk away with a couple of armloads and put up a complete house ceiling in a weekend's spare time! Reflects up to 95% of radiant heat...keeps interiors up to 15° cooler in summer... saves winter fuel, too. Neat, clean, takes little space on counter or floor, makes a bright display...sells on sight!

Mail the coupon, **Reynolds Metals Company**, Building Products Section, Louisville 1, Ky.

**PUT THIS
BRIGHT ROLL
ON DISPLAY!**

Aluminum is required for planes and other military needs. Aluminum insulation is being steadily produced, but deliveries may lag behind orders. Get your order on your jobber's books now!

Reynolds Metals Company, Building Products Section,
2026 South Ninth St., Louisville 1, Ky.

Please send full information on

☐ Insulation ☐ Gutters ☐ Flashing ☐ Nails

Name _____

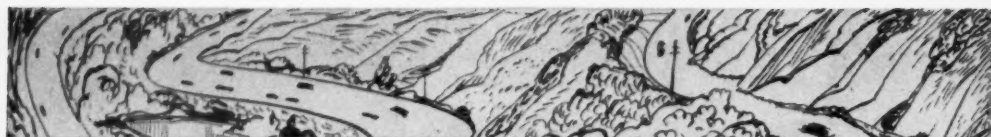
Address _____

REYNOLDS ALUMINUM

WINDOWS • INSULATION • FLASHING • NAILS • WEATHERBOARD SIDING • CORRUGATED AND 5-V CRIMP

MARCH, 1952 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

21



Fact: With over 40 million cars . . . more than a mile of road for every square mile of area . . . and over 250,000 gasoline stations along those roads . . . the people of the U.S. have achieved freedom of personal mobility beyond anything even imagined anywhere else.



Question:

Who worked out the plan under which this was achieved?

Answer: No one did and no one could. It is the product of a process, not a plan. It came about through the American process of open, strenuous competition in the automotive and petroleum industries. It's the kind of accomplishment which *only* such competition can produce . . . and let's not forget it!

This report on PROGRESS-FOR-PEOPLE is published by this magazine in cooperation with National Business Publications, Inc., as a public service. This material, including illustration, may be used, with or without credit, in plant city advertisements, employee publications, house organs, speeches or in any other manner.

The competitive system delivers the most to the greatest number of people

New "Make More Room" Sales Plan for today's 4 billion dollar remodeling market

With new housing cut down—mortgage money tight—families growing: Folks are turning to remodeling to "MAKE MORE ROOM"! It's a giant four billion dollar market! Here's the way to get your share: A new sales plan that gives home owners what they want—MORE ROOM!

SELL ALL-CLIMATE UALCO ALUMINUM JALOUSIES!

- To enclose Porches
- Build Breezeways
- For dens, bedrooms, nurseries, playrooms.



**ALUMINUM
JALOUSIES**

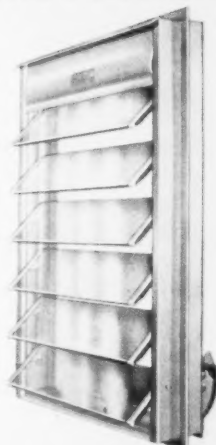


1. Self-demonstrating DISPLAY

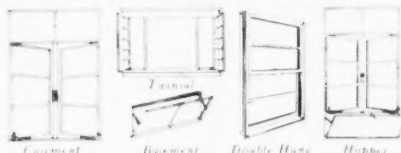
Actually shows customers what this revolutionary window is like, because there's an actual Jalousie in the display. We bill you only \$19.25—the actual cost. But the entire \$19.25 is DEDUCTED FROM YOUR INITIAL ORDERS. Actually, you pay nothing! With this display, YOU DON'T HAVE TO TIE UP MONEY IN LARGE STOCKS. We guarantee immediate LCL fill-in shipment.

2. FREE! SALES KIT

Newspaper mats . . . radio and television spots . . . envelope stuffers . . . window and counter banners. Everything you need to bring in customers.



• There's a Ualco Aluminum Window for Every Construction Requirement including:



**See Our Catalog In Sweet's
UNION ALUMINUM CO., INC.
Sheffield, Ala.**

World's largest manufacturer
of aluminum casement windows

TEAR OFF



ORDER TODAY

**Union Aluminum Co., Inc.
Sheffield, Alabama —SBS3**

Gentlemen:

☐ Please send at once UALCO ALUMINUM JALOUSIE DISPLAY. Please bill my account for \$19.25. I understand the full \$19.25 will be deducted from my initial orders.

☐ Please send complete "MAKE MORE ROOM" Sales Kit, without charge.

☐ Please send catalog, technical data, prices.

Firm _____

Address _____

City _____ State _____

Signed _____

PLYWOOD, LUMBER, DOORS

available for quick delivery from our

G-P DOORS

**Fir Pattern Doors
Hardwood Flush Doors
Decorator Doors**

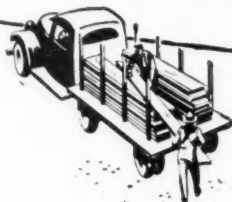
Georgia-Pacific top-quality doors are manufactured in all standard patterns, including F. D. I. Entrance Doors, Interior House Doors, Flush and Garage Doors. G-P Doors are a precision-made combination of beauty and quality, built to take the wear and tear of all commercial and residential use.

WHOLESALE DISTRIBUTION WAREHOUSE

GPX

PLASTIC-FACED PLYWOOD

The most sensational product in plywood today is Georgia-Pacific's new GPX . . . proving itself in new use after new use. Available in four grades: general use (natural); white painting grade; brown painting grade; concrete form grade.



. . . and don't forget such other G-P specialties as
G-P Crownply, the decorative hardwood
plywood . . . WedgeWood, the decorative Western
plywood paneling and GIANT scarfed
panels in 12', 14', 16' lengths and up.



GEORGIA—PACIFIC

PLYWOOD COMPANY

SELLING TO THE WHOLESALE TRADE ONLY

Southern Finance Bldg., Augusta, Ga.

Call 2-8383

G-P PRODUCTS

GPX Plastic-faced plywood

G-P Crownply hardwood plywood

G-P WedgeWood decorative paneling

G-P Plybeet Southern plywood

Douglas Fir plywood

Giant-sized Scarfed panels

Fir Pattern Doors

Hardwood Flush Doors

Cypress and Redwood lumber

Southern pine

Residential and factory flooring

Treated lumber and timbers

Western lumber

Mouldings

GREATEST CEILING PRODUCT EVER!



**WATERPROOFED
WASHABLE**
**For Repairing, Remodeling
and New Construction!**



WASHABLE! Even grease and ink spots wash away with ordinary soap and water.

A new product . . . already with a nation-wide appeal, increasing every day!

Compare! See why!

● Six-ply laminated construction in 12" squares, $\frac{3}{8}$ " thick — many times stronger than most other ceiling materials.

● Pre-finished and waterproofed with plastic-like Syntho surfacing compound — equal to two coats of lead and oil paint. *Stands repeated washings.* Moisture content controlled at 8% by weight; will

not absorb more than 13.5% by weight when immersed in water for 24 hours.

● Apply on furring strips right over old plaster or direct to joists in new construction. Positive, permanent application with color pins that match the tile finish. For information, *wire, write or mail the coupon.*



Shad-O-Beveled edges give popular modern-look ceiling. No mouldings needed except at corners. Ceiling is forever crackproof.



UPSON CEILING TILES come securely packaged in cartons for ease in handling and storage.



THE UPSON COMPANY, 863 Upson Point, Lockport, N.Y.

☐ Mail me full information on Upson Ceiling Tiles.
☐ Have your representative call to give me full information on Upson Ceiling Tiles.

NAME _____
TYPE OF BUSINESS _____
STREET _____
CITY _____ STATE _____

DeLuxe No-Rub Metal Shapes that SLASH Installation Costs



CHROMEDGE® Tap-N-Rol* Shapes for counter-top sinks

Here's the easy, profitable way to finish sink tops with better results *in less time*.

The wide upright lip of Chromedge Tap-N-Rol shapes is easily rolled down to lock the coverings in place with a watertight seal that "stays put." It hides edges of coverings too; you don't have to scribe and cut with exact, hairline accuracy. Also,

special flange grooves trap waterproofing compound around the edge of the covering.

There's less chance for error. You avoid call-backs. You make more profit. *And the customer gets more for his money!*

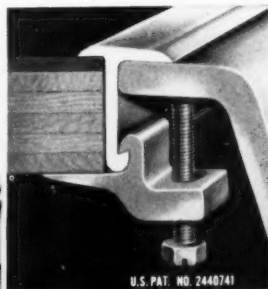
Your Chromedge distributor has these popular Tap-N-Rol shapes in stock now.

Conventional Shapes, too!

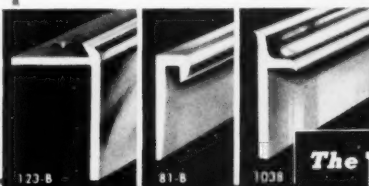
Your Chromedge distributor has all types of shapes for counter-top sink installations, in lip sizes for materials of all gauges. Also, the patented time-saving Sink Lok Frame at right, which clamps the sink and covering *both* in place with a permanent,

water-tight grip. In fact, you can depend on your Chromedge distributor for the *right* answers to every need for architectural mouldings and retainer strips, for every floor and wall covering application.

See your distributor today, or write us for information.



Continued Deliveries. Our quotas of raw materials for moulding extrusions have been limited by the government's Controlled Materials Plan, to conserve metals for defense needs. But you have our assurance, supported by our past performance, that as long as raw materials are available for our extrusion presses, everything possible will be done to see that all of our customers will share existing supplies on an equitable basis.



The B & T Metals Co.
Columbus 16, Ohio

Made under U. S. Pat. Nos. 128793 and 228314

Southern **BUILDING SUPPLIES**

MARCH, 1952
Vol. 7 No. 3

LEADING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

Published Monthly by

W. R. C. SMITH PUBLISHING COMPANY

Atlanta and Dalton, Georgia

Publishers Also of

SOUTHERN HARDWARE TEXTILE INDUSTRIES ELECTRICAL SOUTH
SOUTHERN AUTOMOTIVE JOURNAL SOUTHERN POWER & INDUSTRY

W. J. ROOKE, President; RICHARD P. SMITH, Executive Vice-President;
T. W. McALLISTER, First Vice-President; E. W. O'BRIEN,
Vice-President; A. E. C. SMITH, Vice-President; O. A. SHARPLESS,
Treasurer; A. F. ROBERTS, Secretary.

Address Mail to Editorial and Business Offices

806 Peachtree St., N.E., Atlanta 5, Ga.

DONALD L. MOORE, Editor

HELEN MATTHEWS, Assistant Editor

T. W. McALLISTER, Editorial Director

BARON CREAGER, Southwestern Editor, National City Building
Dallas 1, Tex. Randolph 7673

FRANK P. BELL

Business Manager

J. A. MOODY

Production Manager

This Month's Main Features

More Profitable to Sell Whole House Job.....	31
Two Ways to Slash Delivery and Accounting Costs.....	32
Texas Store Enlarged for More Lines and Sales.....	33
Effective Credit Control for Lumber Dealers.....	34
Boost Paint Profits by Selling New Latex Line.....	37
New National Organization for Lumber Women!.....	40

Classified Reading Matter

Federal Controls that May Affect You.....	42
Washington News of the Month.....	41
News of the Month for the Industry.....	43
Association Activities and Convention Reports.....	52
Dealers in the News of the Month.....	70
News of Manufacturers and Their Representatives.....	79
Product Parade of the Month.....	86
Supply and Demand—Market Outlook.....	94

Copyright, 1952, W. R. C. Smith Publishing Co., Atlanta, Ga.



CONTROLLED CIRCULATION AUDIT
NATIONAL BUSINESS PUBLICATIONS



Published monthly and mailed without charge to the wholesale and retail lumber and building material dealers in the 18 Southern and Southwestern states and the District of Columbia. To all others there is a subscription price of 25 cents per copy or \$2.00 per year.

Business Representatives

BOSTON: J. D. Parsons, 185 Jerusalem Road, Cohasset, Mass.
CHICAGO: John C. Cook, 333 North Michigan Avenue, Tel. Central 9-4131.

CLEVELAND: W. G. Sheehan, 2516 Gasser Blvd., Rocky River Station, Cleveland 16, Ohio, Tel. Edison 1-0836.

GASTONIA, N. C.: W. C. Rutland, P. O. Box 102, Tel. 7995.

LOS ANGELES: L. B. Chappell, 6399 Wilshire Boulevard, Los Angeles 48, Calif. Tel. Webster 3-9241.

NEW YORK: Gerard Teasdale, 78 Manhattan Ave., New York 25, Tel. University 4-2087.

SOUTHERN BUILDING SUPPLIES for MARCH, 1952

YOU'RE PASSING UP EXTRA PROFITS

if you aren't selling Hunter Attic Fans



Demonstration Display for Dealers

EASY TO SELL

Building material dealers are making extra profits by selling Hunter's new Package Attic Fans. Every home builder, every home owner is a prospect. One installation sells many others. These modern fans give efficient home cooling at lost cost, and are being used in homes in all price ranges. Quiet, powerful, dependable.

EASY TO INSTALL

A big reason for the popularity of Hunter Package Fans is their simple and inexpensive installation. Fan, motor and suction box are all in one unit that requires only a ceiling opening in hallway and less than 18" clearance in the attic. Four models, from 4750 to 9700 CFM, to fit any home and any climate. Ratings certified.

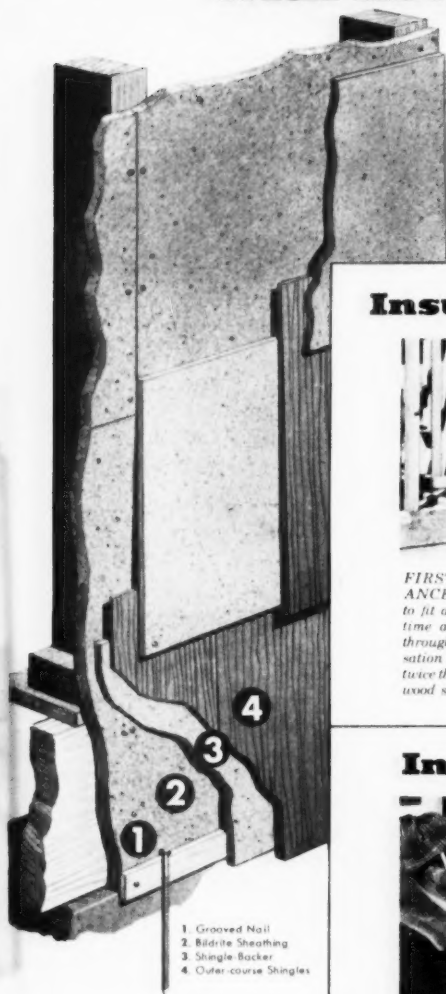
Write for catalog
HUNTER FAN AND VENTILATING CO.
394 S. Front St., Memphis 2, Tenn.

HUNTER



Package Attic Fans

Slash handling...step up earnings with new Insulite shake sidewall system!



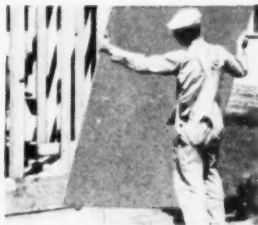
1. Grooved Nail
2. Bildrite Sheathing
3. Shingle Backer
4. Outer-course Shingles

For complete facts on how these two great Insulite products can help you get more of the shake sidewall business and reduce operating expenses in the bargain, contact your Insulite jobber or Insulite sales representative . . . or, if you like, drop us a card.

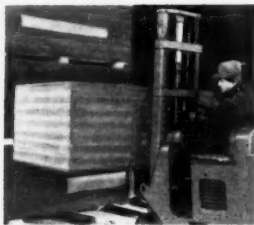
Dealers, contractors, mechanics...everybody benefits from Insulite's new double-course shake sidewall application system, because it: (1) slashes handling and labor time, (2) reduces warehousing, (3) steps up profits, (4) makes for better, long lasting construction at lower cost!

Basic components of this money-making new system are:

Insulite Bildrite Sheathing



FIRST IN BUILDER ACCEPTANCE because it's easy to cut, easy to fit and leaves no waste . . . saves time and labor costs. Waterproofed throughout. Guards against condensation within walls. Has more than twice the bracing strength of horizontal wood sheathing.



REDUCES WAREHOUSING because it's easy to handle, stacks neatly, requires far less space than wood sheathing. What's more, Bildrite leaves no waste! Available in 25/32" thickness and 2' x 8' and 4' x 8' to 12' sizes.

Insulite Shingle-Backer



GOES UP FAST, STAYS PUT. Provides a firm, even under-course for exterior shingles. Takes just four nails to apply 48" panel. So strong that sidewalls tested at the University of Minnesota resisted winds beyond 250 m.p.h.



SAVES SPACE, TIME. Far easier to handle and stack than old-fashioned wood under-course shingles. Requires about 40% less space. Shingle-Backer is available for 16" and 18" shingles and comes securely packaged in the Insulite red wrapper.

INSULITE AND BILDRITE ARE REG. T.M.'s, U.S. PAT. OFF.

It pays to sell

INSULITE



INSULITE DIVISION, MINNESOTA AND ONTARIO PAPER COMPANY MINNEAPOLIS 2, MINN.

MADE OF HARDY NORTHERN WOOD

BALANCE SHEET

"If It Were a Matter Involving Your Individual Business"

In his presidential report to members of the Virginia Building Material Association at their convention in Roanoke on February 14, L. R. O'Hara not only gave a good account of the organization's progress. He also challenged the Virginia dealers with some provocative thoughts on the trend to socialism and the "welfare state" in this nation. Below, S'B'S is honored to quote some of the timely remarks of the president of the Yorktown Ice and Storage Corporation and of the Dealer Service, Inc., Leo Hall materials wholesale firm.

THIS ROOM IS full of successful businessmen who are practical and realistic. You are both practical and realistic because otherwise you could not run a business successfully. You are also possessed with that intangible something which we term Good Judgment. You have developed and proven this in coping with the many problems of running a highly competitive business.

Now there is something on which we can all agree. It is so obviously a truism that it has become a saying indicating something about which there can be no doubt—and that is: two and two makes four. This is one thing that you live by and the basis on which you run your affairs.

Once in a while someone springs up who seems to be running his affairs on the theory that two and two makes six. When this happens you treat it lightly, perhaps chuckle about it and remark to each other—"Pay no attention to that because it will not last long."

There is no doubt whatever in your mind about what the ultimate result will be; the only thing that is uncertain is the time element of how long it will last.

For many years now our national affairs in Washington have been run on that same theory. Businessmen generally correctly appraised the situation and recognized what the ultimate outcome would be. By the normal course of events the outcome would have been seen before now. But we have had several world and national convulsions which have interrupted the time-table and postponed the inevitable accounting, until many have become converted to the idea that the normal workings of such matters no longer apply and that we have nothing to fear.

There have been opportunities to do something about this—but when these times arrived we were beset with all kinds of arguments

bringing out the old slogans and labels tied in to traditions of the past, most of which have long since lost their meaning. Then, too, we heard such things as, "I am handling more money than ever before. The people are spending more and living better than ever before." There has never been such a confusion of tongues since the days of Babylon!

The fact that the national debt has become greater than ever seen in the world before was not mentioned.

The fact that this was all being done on borrowed money and perhaps on borrowed time was pushed aside as of no consequence.

When the time for decision came, it too frequently ended by you saying "Oh, well, we have gotten along so far without anything happening to us, so I guess I will just go along one more time."

This year, 1952, may be a fateful year because another opportunity presents itself. If it were a matter involving your individual business you would make use of that realism and that hard core of judgment and common-sense you possess to reach your decision, and there would be nothing to worry about. However, on this problem—if our experiences of the past are any indication for the future—we can not count on that.

What I would like to see is for the members of this great industry to use that same reasoning you apply to a decision on your own affairs, to decide this year what is best to do—not only for yourselves but for the nation and then have the courage and determination to do it. Not alone, yourselves, but assume the leadership in your communities to get others to do likewise, because if you fail to do so—you may be sure of one thing:

These controls which are forever growing tighter like a noose around our necks, will be with us as long as we shall live!



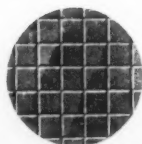
Mr. I. Richardson, of the Calcasieu Lumber Co. of Austin, Texas, examines the colorful AF&CO "Silent Salesman" counter display in his office.

AF&CO PRE-FINISHED WALL PANEL COMMENDED FOR QUALITY, DESIGN, COLOR FINISH

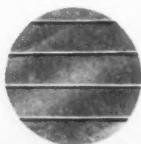
The Calcasieu Lumber Company, Austin, Texas, has been an important distributor of AF&CO WALL PANEL for the past two years. This large company, serving a twenty-six county area in all types of building supplies, knows the value of selling quality products and products that offer inexpensive installation and long wearing durability. Because the Calcasieu Lumber Company is well known throughout its trade territory as a firm with a strict policy of quality and value, AF&CO is proud to quote from their comment on AF&CO:

"AF&CO BOARD is recommended (by us) to our customers on the basis of its quality, design, and color finish."

AF&CO Pre-Finished Wall Panel has everything the builder is looking for . . . beveled score line, baked in plastic finish in choice of eleven pre-harmonized colors, and a full line of mouldings and cement.



TIL-LITE

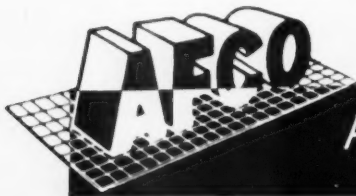


GLO-LINE



HI-LITE

WRITE FOR COMPLETE INFORMATION ON
AF&CO WALL PANEL, TODAY!



A & F TILEBOARD CO., INC.
ALEXANDRIA, LA.

More profitable for dealer to

SELL THE WHOLE HOUSE JOB!



West Va. lumber dealer finds it pays to sell
the Heating and Plumbing goods, too.

By BEATRICE MILLER

"WHY PASS UP 30 per cent of the sales volume—and profits—on a homebuilding job when you're doing the promotion and it's not much more trouble to cash in on the plumbing and heating equipment?"

That's the question that officials of the Berkeley Lumber Company in Martinsburg, West Virginia, asked each other in 1944. And they answered it, then, with a plumbing and heating department that last year yielded \$150,000 worth of sales—30 per cent of a half-million dollar's over-all 1951 sales volume!

"We were, and still are, primarily a lumber yard," emphasized G. Roderick Cheeseman, treasurer and general manager of the dealership. "But we were promoting the sale and financing of homes, and realized that we were getting a small share out of it with plumbing and heating profits go-

ing to other Martinsburg firms.

"If we were going to do and pay for the promotion, we felt we should get more out of it! That was how we got into the sale and installation of plumbing and heating equipment."

Although the Berkeley Lumber Company started its plumbing and heating department under war-

time difficulties in 1944, the firm now has an order file two months in advance. This keeps 11 mechanics and their department supervisor, Arthur Grimes, going at day-long capacity production.

"Of prime importance for any dealer considering the inauguration of a plumbing and heating department is—
(See WHOLE HOUSE page 96)



Final inspection of another profitable warm-air heating installation by the Berkeley Lumber Company in Martinsburg, W. Va., is being made at right by Manager G. Roderick Cheeseman, left, and Plumbing and Heating Supervisor Arthur Grimes. The housewife appears pleased over the new automatic heating system. The Berkeley firm billed \$150,000 worth of plumbing-heating sales last year!

Two Ways to Slash DELIVERY and ACCOUNTING COSTS

This Maryland dealer's simplified system of Accounts Receivable is worth noting

TWO PARTNERS—with the help of two truck drivers, an adding machine, and a typewriter—run the Gaithersburg Lumber and Supply Company. Yet this small Gaithersburg, Maryland, retail firm prides itself on a 10-fold stock turnover and \$200,000 sales volume last year.

William E. Norman, president, attributes much of this success of the four-man operation to careful planning to get the most out of equipment and personnel.

"By planning our delivery system more carefully, the truck drivers have cut delivery costs one-third by using the trucks both ways on every delivery," Norman explained. "And our streamlined accounting system is easily handled by my partner and me."

The firm sells mostly to homeowners and the smaller contractors. The two 1½-ton stake trucks average six deliveries on each small job.

While there may be a couple of local deliveries within 10 miles, the larger number require long-



This truck and driver earn their way "both comin' and goin'." Deliveries are scheduled so that the trucks pick up materials from wholesalers on the way home, saving time and company storage space. Below, President William E. Norman of the Gaithersburg, Md., firm checks an account ledger card. His bookkeeping system is simplified for minimum office work.

distance hauling of 25 or 30 miles, sometimes farther.

One truck takes a north route, the other goes south. The truck going south makes a circuit to arrive at a wholesale warehouse upon the completion of all deliveries. Telephoning the office at this point, the driver learns of any deliveries to be made on the way back.

"If that truck were to come back empty, it would cost us just as much in driver's time and use of equipment," commented Norman.

The drivers do all the loading and unloading so that the trucks are ready for the next load without tying up anyone's time. The truck that leaves at 9 a.m. is back in the yard by 5 p.m., unloading after a full day's operation.

The second truck operates similarly. This driver works closer in and communicates with the yard on additional jobs as his route approaches the yard.

The third truck is a ¾-ton pickup truck—their guarantee of quick delivery service when the other two trucks are on their routes. It is used on small and special deliveries. Either Norman or his partner drives the pick-up when occasion arises.

"Our accounting system has eliminated all itemizing and duplication of work that usually takes hours of time," Norman asserted. He operates both the typewriter and the adding machine. "Posting is a two-hour job daily. From our point of view, it is the only system for a small yard of limited capital such as ours."

Four sales tickets are made out simultaneously. The original, duplicate, and the customer's copy go out with the bill of materials. The original and duplicate invoice are signed and returned to the office. The duplicate invoice is filed in alphabetical order and sent to the
(See SLASHES COSTS page 92)



Enlarged for MORE LINES AND SALES

By **BARON CREAGER**

THE ACCENT is on more displayed lines of building supplies in the enlarged plant of the Olver and Wiggins Lumber Company in Amarillo, Texas. This progressive firm has just completed a remodeling program that cost \$50,000.

Before remodeling was completed, the office and salesroom space was limited to the two-story wing seen at right in the exterior view. So the stock and display, other than lumber and heavier building materials, consisted of a small inventory of builders hardware and paint. Office personnel was handicapped by close quarters also.

But now the display and office space has been enlarged to an area 70 feet square by closing in the former central driveway area and extending the store to the left of the original building. Installation of the two new three-panel windows helps provide three times as much look-beckoning plate-glass across the front.

One of the new windows is directly in front of a model kitchen. With ample fluorescent lighting and air-conditioning, the store now lays emphasis on visual selling.

The builders hardware line has been expanded.

A stock of hand tools is on display.

(See **MORE LINES** page 92)

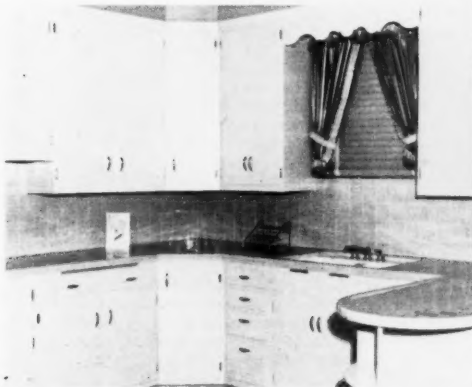


The enlarged salesroom of the Olver and Wiggins Lumber Company in Amarillo, Tex., is designed for more profitable floor traffic and self-service as the pictures on our S*B*S cover and this page reveal. Builders hardware and tools are openly displayed for easy selection and "impulse buying." Painting accessories, electrical supplies, and plumbing supplies are handy on island displays. The two large windows in center of photo below are front of enlarged showroom that replaced yard's central driveway.



Owners U. N. Olver and John Wiggins and their staff always are in view of store customers from the handsome circular counter that extends in U form from side

wall. Wiggins stands at counter below. Note swinging door display in rear. Model kitchen is seen below, in front of enlarged store.



Effective System of CREDIT CONTROL

Sound credit policies are the key to any successful business. Because it supplies timely suggestions for all building material dealers, S*B*S presents below the first adapted part of a speech delivered at the recent Mid-South dealer convention in Memphis, Tenn., by H. L. JUDD, Jr., general credit manager of the United States Gypsum Company.

OPERATING a business at a constant profit is a difficult task these days. To keep your business profitable you must alert your business to meet changing conditions.

What do you expect in the future? Will your Inventory and Accounts be larger in relation to your monthly sales than they have been in recent years?

As I see it, building material dealers have some fundamental factors that have to be considered if Assets are to be preserved and a Net Profit made at the end of each year.

Most of you dealers have your largest investment in Accounts Receivable and Inventory. Accounts Receivable are often considered your most perishable asset. Much trouble can be caused from the inability to collect accounts.

Do you have a credit policy that is known to all members of your own organization? Is this policy designed to meet your firm's specific needs? Review this policy and make certain it is performing the function for which it was designed.

Have you delegated the responsibility of enforcing this credit policy to one individual? In a large organization it will be a full-time position, whereas in a small company it will be only a part of some person's duties. Whenever possible, credit and sales duties should be assigned to different individuals.

Determine the credit responsibility of your customer prior to delivery of materials. The best time to protect yourself against credit losses is at this point! Use whatever services you think advisable, provided you obtain suffi-

cient facts to justify the extension of credit.

See that your lien or bond rights are preserved. Have your attorney prepare an outline of the steps to be taken to preserve these rights.

Do you mail statements on each account promptly at the end of each month? You should! You should also follow each delinquent account by telephone, personal interview, or letter at least once each month—and, better still, twice a month.

You should also consider placing with an attorney or collection agency any account not paid within a reasonable time. Be sure you do not wait too long to place these accounts for collection because they do become uncollectible.

Perhaps you prepare at the end of each month an aging of your Accounts Receivable. We urge you to do this for proper control of your accounts. An aging sheet lists the name of each account in your Accounts Receivable ledger (as illustrated above).

I know many dealers who make an analysis of their Receivables at

Sound Credit Policies

TO BE DISCUSSED WITH YOUR CUSTOMERS

1. Make known your terms of sale and ask how they intend to pay:
 - a. Cash at time of sale?
 - b. Cash on delivery of material?
 - c. Payment on receipt of end-of-month statement?
 - d. Some other plan agreeable to both parties?
2. If a customer requests time payments, refer him to a bank or other lending institution to arrange financing so that you will be paid on a cash basis or according to your terms—discount or net. Do not finance your customers beyond a current basis unless you have sufficient funds to operate a time payment plan as a separate department.
3. Have an understanding about prices. Are they to be those in effect currently or at time of delivery?
4. Is the money in the bank or is there a signed commitment for a loan sufficient to pay all labor and material bills on the job?
5. The estimated average breakdown of "Total House Cost" is Labor and Materials 2/3, and Other Items 1/3. Overlooking the "Other Items" often causes financial trouble. The cost of such items as the lot, utilities, landscaping, architect fees, garage, legal fees and financing should all be known before the job is started.
6. Does the owner have a fixed price contract from a reliable contractor who will finish the job; or is there the possibility that the work will cost more than the amount of funds available, thus leaving a shortage for suppliers at the end of the job?
7. Will the owner or paying agent issue orders for payment as the job progresses? Many financial problems arise when suppliers of materials learn, after their material has been delivered to the job, that "Interim Financing" has not been arranged and that no funds for materials will be released until the job is completed.
8. Has the title to the land been approved by the Loaning Agency? Will flaws in the title hold up funds at the end of the job?
9. Are all essential materials available?
10. Will utilities such as sewer, gas and electricity be available at the proper time?
11. How about insurance? Public liability claims, fire losses, workmen's compensation claims and wind-storm damage are all hazards which exist as soon as the job starts. Be certain that there is adequate protection.

SUMMARY OF ACCTS. RECEIVABLE AGING

This summary statement is compiled from the totals of the monthly Accounts Receivable Aging sheets, like that shown below. This summary statement permits the management to see whether collections are in good shape or if substantial Receivables are getting older and, therefore, more uncollectible.

MONTH	BALANCE	ONE MONTH	TWO MONTHS	THREE MONTHS	FOUR MONTHS	FIVE MONTHS	SIX MONTHS	TOTAL OVER TWO MONTHS
May 31, 1951	\$70,462.38	\$34,348.19	\$11,860.37	\$4,679.83		\$471.89		\$84,531.72
June 30, 1951	68,982.97	32,164.83	13,233.78	2,343.68	1,829.66			8,822.36
July 31, 1951	71,882.43	28,381.17	9,161.08	4,886.18	1,564.39	\$91.60		6,461.37
August 31, 1951	68,492.18	\$1,546.81	9,665.43	2,163.59	98.43	\$27.34	\$91.60	4,679.95
September 30, 1951								
October 31, 1951								

These illustrations reproduced with permission from U. S. Gypsum Company's booklet, "Alert Your Business to Meet Changing Conditions."

Date August 31, 1951

NAME	BALANCE	AUGUST ONE MONTH	JULY TWO MONTHS	JUNE THREE MONTHS	MAY FOUR MONTHS	APRIL FIVE MONTHS	PRIO MONTHS	LAST PAYMENT DATE AMOUNT
JOHN JONES	\$138.42	\$85.00	\$42.42				7-15	\$120.00
RICHARD ROE	679.80	125.00		250.00	38.00	100.00	6-17	280.00
SUPERIOR CONT. CO.								
ACE GARAGE JOB	786.91	786.91					6-11	692.14
3600 MAIN JOB	1,471.16	892.14	\$79.82					
TUTTLE CONST. CO.	947.86	632.40	315.46				6-17	489.12
TOTAL	\$68,492.18	\$1,546.81	\$3,468.42	\$2,163.59	\$98.43	\$27.34	\$91.60	

ACCTS. RECEIVABLE AGING SHEET

The experienced author of this article contends that it is not safe for a dealer to rely on the ordinary, simple sheet that shows merely "current" accounts and all others. He recommends the form here, which lists each credit customer, his balance, whether the account is one, two, three, four, five, or prior months' delinquent. He considers the final column on right most important, because it shows last payment for quick consideration.

the end of the month, but with only two columns for the current month and all past-due items. For proper control of each account it is important to have columns to show for each customer his balance; each who is one, two, three, four, five, or prior months' delinquent. In another column it is recommended that you show the date and amount of the last payment. This last column is helpful for a quick analysis of each account's "current" situation. (Study reproduced example, above.)

Now all the columns on this aging sheet should be totaled and the totals transferred to a summary sheet. As illustrated, this summary sheet would show as of the end of each month the total balance of your Accounts Receivable, and the age of this total balance according to months. The summary sheet would have the total for each month in comparative form. From management's standpoint this summary is most important!

Whoever is following collections daily will use the monthly aging sheet and may feel that the progress in collecting old accounts is satisfactory. However when the

monthly total is added on to the summary, it is easy to see whether your total Accounts Receivable are being paid more promptly, or if some are becoming more delinquent.

By comparing the new month with the last, with last season or last year, you can decide whether your credit or collections policy needs changing. (Study illustration of summary sheet, above.)

For over-all control of Accounts Receivable, use a summary. But for daily control of individual accounts, use the monthly aging sheet.

Any analysis of the collectibility of Accounts Receivable must be on an account basis, for *credit losses are always on individual accounts.*

You might say that it is all right for a big company like the United States Gypsum Company, with plenty of help, to make these aging sheets, but that in your small office there just isn't time. As a matter of fact, these aging sheets can be prepared easily and quickly with a little planning of the work. No doubt you have a trial balance prepared for your Ac-

counts Receivable ledger each month. By making an extra copy of the aging sheet, it can be your trial balance!

There is no need for re-aging each account each month. The only large job is the first aging sheet that you prepare. After that it is only necessary to mark up the payments received and add to the old aging sheet the new month's deliveries, and the account is aged for the current month. After it has been done several times you will be surprised how quickly the aging sheet can be prepared. Your own printer can set up a similar aging sheet to fit your own requirements.

As mentioned before, the best time to avoid credit losses is before delivery of merchandise. Certain credit matters should be discussed with your customers. (See "Sound Credit Policies" listed on page 34.)

If all these listed points are discussed with each customer before material is delivered, there should be no reason why you could not fairly insist upon prompt payment.

Inventory is a highly perishable asset and may well be the one to (See CREDIT CONTROL page 68)

ANTELOPE ELK or DEER

Ted Davis and his contractor friends from Chattanooga bagged all three last fall in the famed Selway area. This lumber dealer also shot color movies of their trek!



TED DAVIS likes to hunt big American game two ways — with a gun and with a movie camera. Thus, he has two healthful, relaxing hobbies!

Fifty-year-old Ted Davis is the founder and president of the Highland Park Lumber Company, which has been supplying more building materials each year since 1945. And he has two sons, 29-year-old Carl and 25-year-old Jack, who are in the business with him.

Jack's favorite pastime is golf. But Carl's hobby is that of his dad — hunting. While serving in Africa during World War II Carl bagged gazelle, deer, and boar, as well as rare birds in the "Dark Continent."

Ted Davis likes to fish, too, hav-

ing hooked some fine bass in the TVA lakes in Tennessee and North Carolina, and also in Florida's Okeechobee lake. He catches fish with both fly and casting rods. (His wife is a "hooker," too, but of the rug-making variety.)

For the past two autumns Ted Davis has gone to the last primitive game preserve in the United States—the Selway area in Idaho and Montana—to bag big game in sub-zero weather.

Last November Davis was accompanied by three Chattanooga friends, and all three came back with the prized meat of an elk, antelope, and deer. Plumbing Contractor B. G. Harris and General

Contractor Hubert Tate had also made the trip with Davis in 1950—but with not so much good luck! Contractor H. B. Curtis joined them on the last trek to the beautiful Selway area.

The elk hunt—the reason for the trip—was a thriller and a disappointment at the same time. Why? The group bagged their limit in the first three days after packing supplies and equipment for a couple of weeks of frigid stalking and hunting!

But the thrill Ted Davis had of shooting all sorts of game fowl and animals with his 16 mm. motion-picture camera in natural color, and the pleasure he has since had in screening them for friends and kin, has more than offset the short sojourn into the Bitter Root National Forest near Darby, Montana.

(See ANTELOPE OR ELK page 66)

Chattanooga Lumber Dealer Ted Davis is seen at top of page with two of his hunting companions on treks to the famed Selway area in Montana, where they bagged the elk whose antlers they proudly "try for size" with their hats. From left: Davis, Contractor Hubert Tate, and Plumbing Contractor B. G. Harris. The latter let his beard grow on the whole 30-day trip. At right, Ted Davis explains to his sons Carl and Jack what fun it was to shoot pheasants in the Idaho hills. Firm Partner Howard Broyles admires trophies of Ted Davis hunting in the Smoky mountains—as is the boar head in rear.



BOOST PAINT PROFITS . . .

by cashing in on the
sales appeals of the
new Latex-Base lines



THE NEXT TIME a customer comes in for merely "a can of paint," you have a cue to explain the new rubber-latex paints. And chances are, you'll not only make a sale but will make a regular customer who turns to you for paint advice instead of to the paint store down the street.

These remarkable new paints are becoming more popular as home-owners read about them in newspaper and magazine advertisements and hear and see claims of their durability on radio and television. They are simple enough to apply so that even the amateur can obtain good results on a paint job. The manufacturers offer wide color choices.

Many latex paints also serve as moisture barriers. Applied to walls, ceilings, and woodwork, they deter the passage of excessive moisture that frequently damages the structure of houses.

It is important to point out to contractor-customers that latex paints can be used safely on newly-plastered walls, without the alkali in the plaster burning through. These paints usually can be applied within a week after plastering is finished.

No primer is needed. Two coats of latex paint can be used instead. It also makes an ideal first coat when applying an oil-base paint as the finish coat. One exception is a metal surface, which should be rust-free and coated with a regular metal primer before the la-

tex paint is applied to a surface.

Alert dealers point out the soft, velvety finish such paints leave on the walls of the customer's home. Parents of small children especially appreciate the fact that a surface painted with latex paint can be "patched" or "touched up" without showing, when it is marred or chipped.

Users of latex emulsion coatings report that they are easy to apply with either brush, roller, or spray gun. They should not, however, be spread too thin.

Few sales are made by immediately launching into a technical description of the paint's ingredients for the customer. (With possible exception of the modern-minded housewife who likes every soap powder and face cream to have some new ingredient for which she knows a technical name). But it is well to be familiar with such terms as *styrene* (sty' reen) and *butadiene* (bew' tah dye een), found separately or together in nearly all latex paints.

Latex, of course, means that the base is a rubber-like substance. Botanists refer to a milk-like juice from plants as "latex"; synthetic rubber—as well as natural rubber—in emulsion form has the same appearance, hence the name.

Latex paints are the result of research promoted during World War II, when rubber was scarce. When less rubber or its synthetic counterpart was needed for national defense, new uses were developed—among them, a more durable, washable paint.

Styrene is obtainable in nature from storax, a balsam tree of western Asia. That which paint manufacturers use is produced from coal tar and petroleum. Butadiene is a derivative of a gas produced from petroleum.

In addition to the styrene or butadiene, these paints contain an emulsifying agent to divide the film-forming material into fine particles for easy spreading and a stabilizer to keep the particles from re-combining until the paint is on the wall.

Alkyd and other types of resins are sometimes used, as they are in other paints, to make a harder coating. Coloring pigments also are added, of course.

There also are paints with a natural or synthetic rubber base that are not emulsions. The solid film-forming material is dissolved in a liquid such as toluene or solvent naphtha. These were developed before World War II.

When a can of these rubber coatings is first opened, the paint usually appears different from the color chip by which it was chosen. After it starts to dry—in a few minutes—it begins to change to match the color chip.

In helping customers make a choice in color and shade, remember that a lighter hue frequently should be chosen. The same color, used on walls, will appear darker than on the color chip. Used on four adjoining walls, colors appear deeper since the walls reflect each other.

Book on "Electrical Living"

Helpful information on lighting, heating, and wiring is contained in a new 20-page booklet, *Electrical Living Homes*, published by the Better Homes Bureau of the Westinghouse Electric Corporation, Box 2099, Pittsburgh 30, Pa. Its purpose is to facilitate integration of electrical equipment into the plan for the modern home.

The kitchen and laundry, which usually contain more electrical equipment than other parts of the house, are considered separately.

Plan sketches are included to show details of various lighting installations.





Employees of the Mack Lumber Company cooperate to keep store and grounds free from all rubbish. Three "home-made" rubbish bins like this one have one side each that opens for easy emptying. Below are pictures of the inside and outside of neat Mack storage sheds.

GOOD HOUSEKEEPING — *good business!*

EVERY NEW employee of the Mack Lumber Company in Hollywood, Florida, is requested — and all are frequently reminded — to "Keep our lumber yard clean!"

No matter how much money is spent improving the design and finish of buildings and grounds, the yard's appearance will be ruined by scraps of lumber, old boxes and wrappers, and other rubbish in the yard and sheds, according to Dealer James F. Mack. And by the same token, any yard that is kept neat and clean will beckon new customers and allure them for future orders.

Like most other dealers, Jimmie Mack found it was almost "second nature" for his employees to drop rubbish on the floor and ground.

A few trash cans here and there helped, but not enough employees used them enough to result in the good housekeeping that pleases customers—particularly women.

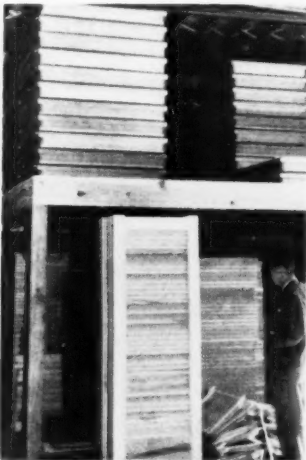
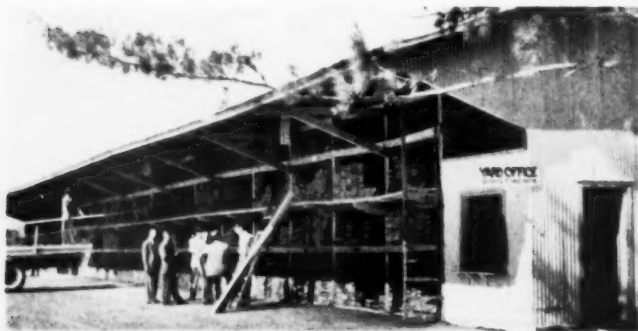
So Dealer Mack had three four-foot-square rubbish boxes built and strategically placed alongside the warehouses. The word "RUBBISH" appears in green on each of the white boxes. One side of box is removable for easy emptying.

Personnel of the Mack Lumber Company as a matter of habit now places the wrappings and cartons from new merchandise as soon as it is received and unpacked. Other

rubbish and trash that is created in the operation of a bustling building supply business also is put into these boxes.

Then, when each box is full or at day's end, one of the modern material handling trucks is used to pick up each box and haul it to a dump where it is emptied.

The palletizing of lumber and other materials in the Mack yard and their handling with lift trucks minimize muss and trash.



EVEN THE WOMEN ORGANIZE NOW!

Their New National Association of Lumber Women gets approval and support of men in the industry

By L. H. HOUCK

A MILESTONE of the lumber industry will be set in June when the National Association of Lumber Women will hold its first convention in Wichita, Kansas.

Believed to be the first and only organization of its kind in the lumber industry, the NALW was organized in Wichita on August 4, 1950. It is the outgrowth of a local group of women employed by lumber yards, who organized in October, 1949.

All salaried women employed in the retail, wholesale, or manufacturing phases of the lumber industry may belong.

Three local chapters have now been organized—in Wichita, Tulsa, and Oklahoma City. In organizing the chapters, members made trips at their own expense, on their own time on week-ends. Each chapter must have 15 members. But plans are now being made to organize area clubs for members in several small towns.

There are associate members in towns which do not have enough lumber women to form a club. Mrs. Marjorie Vogt, who has managed the Clayton Vogt Lumber Company in Mound Ridge, Kan., since her husband died, drives 50 miles to each meeting!

"The purpose of the National As-

sociation of Lumber Women is to promote the interest and further the purposes of women in the lumber industry," asserted Miss Ruth Vaughan, national president. "The organization acts as a service and social organization for the benefit of state and national lumber organizations, and it develops more interest in community, national, and international affairs."

One important factor in organizing new chapters is to convince employers that meetings are not gossip sessions where company business will be discussed. Mrs. Ernestine Sutterby, first national president, pointed out. "But we've succeeded in convincing them that none of this goes on. In fact, we

have had such wonderful support from employers that many of them pay their employees' dues and sometimes dinner fees."

"One of the important parts of the national program is that of education," Miss Vaughan said. "Through educational programs we hope to teach a better understanding of the industry in which we work. A person can work in an office for years without knowing much about the lumber industry."

The program handbook—a guide for meetings of all chapters—calls for programs on architecture, decoration, and other topics during the year. As an aid in program planning, the national association has started a film library. It now contains four films, donated by manufacturers or industry associations, and more have been promised. Other films are lent to the lumber women by such groups.

Each club has a monthly publi-



The happy group above are the first set of officers elected to serve the National Association of Lumber Women, organized a year and a half ago in Wichita, Kan. Seen here are, left to right, Marian Meyers, June Shaffer, Margaret Walling, Ernestine Sutterby, Ruth Vaughan, and Alberdine Kumba. Mrs. Sutterby was the first national president. She was succeeded by Miss Vaughan. At left, the girls entertain at a Swedish Tea, the first big social event. Guests included lumbermen's wives.

cation, with such appropriate names as *Sawdust* and *The Knot-hole*.

The national publication comes out every two months.

"The first big social event we held—a Swedish tea—really put our association on the map," Mrs. Sutterby commented. "We invited the wives of dealers, too. After that, the men wanted to be included!"

One of the Wichita club's main events last year was a dance at the Broadview Hotel. All local lumber dealers and their wives were invited. Some dealers even brought in key men from branch yards. About 300 persons attended.

The Tulsa club held a steak fry last July for lumbermen and their wives.

The National Association of Lumber Women now has an employment bureau, which may grow into one of the group's most important services. Each member has a card on file, listing her position, education, and other pertinent data.

If she should leave her position and seek employment elsewhere, the association will furnish a list of her qualifications to the prospective employer. In several instances, dealers have called the association to find someone to help out on a part-time basis, or to fill a position temporarily during an employee's vacation.

One dealer opened a branch yard in another city and wrote the NALW to see if any former member had moved to that vicinity so that he could offer her a job.

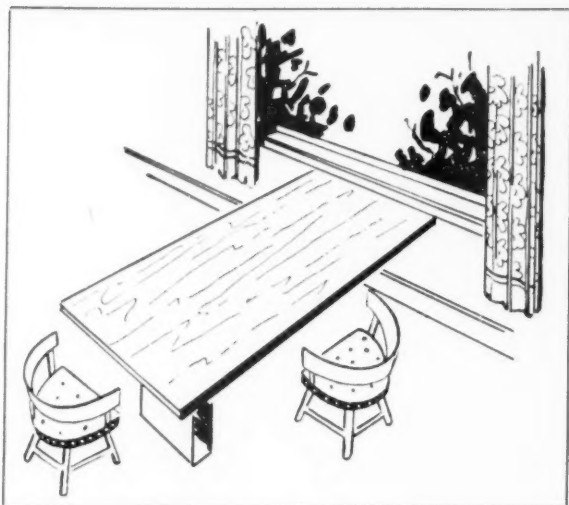
These records are kept by the association's executive secretary, Miss Carmen Liston, of the T. M. Deal Lumber Company in Wichita. She also was the first Wichita president.

The national association ultimately hopes to adopt a project that will become permanently associated with its name and that can be supported in any section of the country, Mrs. Sutterby reported.

On the local level, the Wichita chapter sold over 2,000 pounds of Russell Stover candy two years ago to make money for its chapter. Last year, the girls sold 25,000 pounds!

The Wichita chapter now has a membership of 40. It meets once a month at the Rounds and Porter Lumber Company. In the beginning, the girls prepared a dinner themselves. But now someone comes in to fix it so that it is

FLUSH DOOR MAKES MODERN TABLE TOP



A home has a lot of places for a flush door besides a doorway. Essentially just a rectangle of hardwood plywood with attractive wood veneer as the outside layers, a flush door makes a good-looking, economical table top. Put legs under it and the table is finished. The flush door table sketched here is attached at one end to the wall under a picture window. A flush door table top has a smooth, gleaming wood veneer surface that can be quickly wiped clean. Light and dark woods are available to suit any style of decoration.

ready when the women come from work.

Wichita officers are Betty Courtney, president; Bonnelle Bennett, first vice-president; Mable Johnson, second vice-president; Lois Mann, recording secretary; Donna Royse, corresponding secretary; Lois Fleischauer, treasurer, and Carmen Liston, Alberdine Kumba, and Ruth Vaughan, directors.

The Tulsa chapter, organized in February, 1950, has 21 members. Its officers include Bernice Huggins, president; Muriel Neighbors, first vice-president; Lillian Balch, second vice-president; Francille Funahay, recording secretary; Juanita Magers, corresponding secretary, and Gloria Jean Winn, treasurer. Victoria Shannon, Mary Urrey, and Grace Reagor are directors.

The Oklahoma City chapter was organized in October, 1951, when the group was entertained at a reception given by the Oklahoma Lumbermen's Association. The Southwest Lumber Company presented each guest with a bottle of perfume.

As news of the organization

spreads, lumber women in other towns are making inquiries about forming chapters.

National officers now include Ruth Vaughan, president; Ida Heinig, first vice-president; Donna Royse, second vice-president; Mildred Klepper, secretary; June Shaffer, treasurer, and Margaret Walling, installing officer.

When the first national president, Mrs. Ernestine Sutterby, moved to Atlanta, Ga., recently, she automatically became disqualified for active membership because she no longer was employed. But she has expressed the hope that she could carry to the South some of the enthusiasm of mid-western chapters of NALW and help organize chapters in Dixie.

"Several people have asked us what holds NALW together," Mrs. Sutterby said. "It is the mutual interests and friendships that have sprung up. When we have to call a girl in another company about a business matter, such as an invoice mistake, it is much easier and pleasanter to deal with someone you know well than just a strange voice over the telephone."

WASHINGTON NEWS ☆ ☆

"THE TIME has come," the solid South says, "for us to have a voice in the operation of our national government." That, in effect, is what the open candidacy of Georgia's U. S. Senator Richard B. Russell for the U. S. presidency means, according to most observers here.

If President Truman decides to run again, and against Senator Taft as the GOP standard bearer, then Russell's strength might throw the election into the House of Representatives. This would permit the selection of a new president for the nation, either Republican or independent Democrat. If Truman doesn't run, Russell's race still would leave the South with a big say as to the party platform and candidates.

The masterminding of the Southern strategy by Governor James F. Byrnes, of South Carolina, and former Rooseveltian cabinet member is something new in the annals of American politics.

THE CONSTRUCTION Industry Advisory Council, which was created by the U. S. Chamber of Commerce to formulate policy for the industry, consists of more than 100 national construction trade and

professional organizations. At a mid-February meeting here, this council wrote a strong resolution requesting:

1. Advance planning for both public and private construction projects so they can go ahead at top speed when defense demands ease enough to make materials available.

2. Equality between government and private industry in supply of critical materials and allocation of materials to complete projects, once they are started.

The views of this industry-wide council and of several industry advisory committees to ODM bureaus have had their accumulative effect in causing government officials to modify and ease certain controls regulating construction and the distribution of materials.

IN 1951 the building and construction industry's volume surpassed that of the agricultural industry for the first time in history to make construction the nation's No. 1 industry! The construction volume last year reached the \$39 billion mark. Gross income of the agricultural industry came to \$37.5 billion.

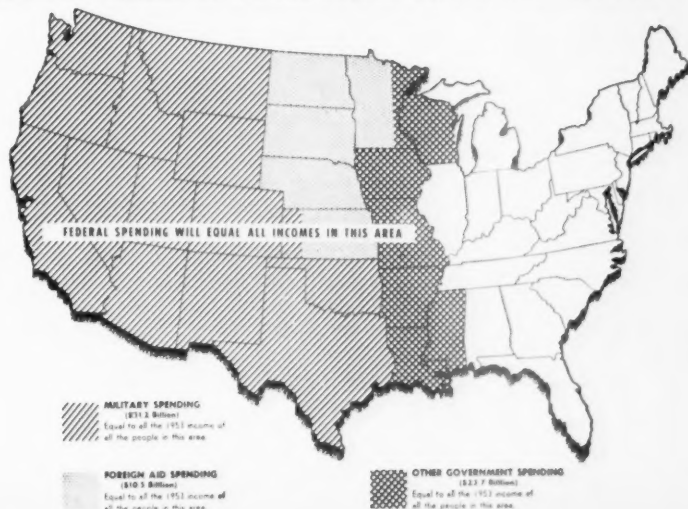
A new sort of cooperation between Congress and industry took place in Washington recently. Nineteen outstanding members of the National Association of Home Builders gave a "show-how" for members of the Senate and House Banking and Currency Committees. The builders gave the congressmen a fast review of the latest and confidential developments in methods, materials, design, and merchandising.

AN ADDITIONAL \$125 million for VA direct-lending home mortgage funds for veterans has been voted by the House, and the Senate is expected to approve such an allocation soon. With the first \$150 million, which is about used up, the new sum will give VA a \$275 million revolving fund.

LARGE SAVINGS in Federal expenses could be saved by eliminating waste, overlapping, and duplication in the government if the reorganization proposals of the Hoover Commission were put into effect this year, according to the U. S. Chamber of Commerce. Congress has enacted 20 laws implementing the proposals, but 20 more are needed to complete the program.

THIS UNBELIEVABLE picture is the result of study for the Government Economy Program of the Chamber of Commerce of the U. S. Based on U. S. Department of Commerce figures for 1950, this map appears in the Chamber's new publication, **TAXPAYER'S DOLLAR**. The Chamber estimated the incomes involved (wages, salaries, interest, rent, and dividends) for 1953 at 15% higher than the '50 totals. Under the President's budget, Federal spending in 1953 would equal the incomes of all persons west of the Mississippi, plus the state of Mississippi and most of Wisconsin.

THE 1953 FEDERAL BUDGET OF \$85.4 BILLION IS GREATER THAN ALL THE INCOMES OF ALL THE PEOPLE WEST OF THE MISSISSIPPI



FEDERAL CONTROLS

that may affect Your Business

GOVERNMENT and industry reports—on recent meetings of the Construction Industry Advisory Committee with officials of the National Production Authority—indicate that the new regulations on residential construction and other types of construction will ease controls and permit more materials to be used with one exception. That exception will be a reduction in the self-authorized use of copper in residences where copper water pipes are used.

Under the proposed new residential construction regulation, only 135 pounds of copper may be used in a single-family house. Under the erstwhile **CMP Regulation 6**, the allowable amount is 160 pounds.

Two-, three-, and four-unit houses will be permitted relatively larger amounts of steel and copper. Where local building codes require heavier types of copper tubing, greater amounts of water-system copper will be permitted.

The use of aluminum in place of copper for wiring will be authorized on the basis of one pound of aluminum to two pounds of copper. Where houses are heated with electrical energy, the builder may use 15 more pounds of copper per dwelling unit.

For houses using sheet metal ducts for heating, the use of 500 additional pounds of steel will be permitted.

The new **CMP Regulation 6** is expected to allow self-authorization of five tons of steel, instead of two as now permitted, provided no more than two tons are structural steel or any wide-flange beams. The latter is the scarcest item in structural steel now.

PRICE CURBS. Amendments to Revision 1 of **GCPR Supplementary Regulation 2**, effective February 18, clarify purchaser classification in the retail coal pricing regulation. The amendments also authorize retailers to pass on increases in motor transport costs.

Recent interpretations to the **General Ceiling Price Regulation** attempt to clarify classes of purchasers and purchase contracts made on the basis of "ceiling price in effect at time of delivery."

Inter. 48 covers "Class of Purchaser." **Inter. 49** covers "Open Pricing Contracts Prior to Amendment 6, GCPR."

Pacific Northwest Poles and Piling are now to be given dollars-and-cents ceiling prices under **Ceiling Price Regulation 126**, which superseded the GCPR on these products as of February 25. The new ceilings for all Douglas fir and Ponderosa pine poles, pilings, and similar products produced in the Pacific Northwest are higher than those established by GCPR on January 26, 1951—some prices are as much as 40% higher.

Ceiling prices for untreated Eastern railroad ties now are figured on dollars-and-cents basis under **Ceiling Price Regulation 123**. It superseded SR 68 to GCPR.

SALARY CONTROLS. A recent amendment by the Salary Stabilization Board to **GSSR-1** and **GSSR-3** eliminates certain reporting requirements under SSB, but demands additional record-keeping. Salary increases under the 10-percent formula no longer need be reported. But the new regulation provides that employers now must prepare a summary statement quarterly to show how general and individual increases are figured for each group of employees. The initial statement must be prepared and certified by an officer of the firm within 90 days of January 30.

General Salary Order No. 11 sets forth the policy on an employer putting into effect health and welfare plans for salaried employees without prior approval. Four conditions must be met by such a plan.

General Wage Regulation 21 governs the establishment of new pension plans, profit-sharing plans of a deferred-compensation type, and amendment of existing plans without prior approval by the Wage Stabilization Board.

Adickes Heads S. C. FHA

W. Withers Adickes this month succeeded Herman E. Bailey as state director of the Federal Housing Administration in South Carolina. Bailey retired to private in-

dustry after heading FHA activities in the Palmetto state for nearly 18 years.

A native of York, S. C., and trained at Clemson College and the University of South Carolina, Adickes has been with FHA since 1939 except for a short service break when he handled mortgage loans for an insurance firm.

Adickes was chief underwriter for FHA in South Carolina before his promotion to state director. He previously had been assistant director. His FHA office is in Columbia, S. C.

More "Critical Defense Housing Areas" in South

Federal agencies last month continued to bring certain areas with defense and military housing problems under rules that instate rent control and ease housing credit terms.

In **Oklahoma**, Altus is now a Critical Defense Housing Area, with 240 rental and 30 sale units programmed.

In **Georgia**, the Camp Stewart CDHA has been enlarged to include two more counties. At Warner Robins, 140 rental and 60 sale units are programmed. Moultrie has been placed under rent control.

In **Kentucky**, the Fort Campbell area was granted 75 more rental units to make the housing program reach 575 rental units.

In **Maryland**, both St. Marys county and the Fort Meade-Laurel areas are under rent control.

In **Tennessee**, Smyrna was declared CDHA. Fifty rental units are programmed and rent control prevails.

Rent control has been imposed in Knob Nester, Mo., Palatka, Fla., and Kinston, N. C.

New Critical Defense Housing Areas that soon will have programmed housing are Rockdale in **Texas**, Parsons in **Kansas**, and Charleston in **South Carolina**.

Birmingham for SWLA

The 10th annual meeting of the Southern Wholesale Lumber Association will be held in Birmingham, Ala., at the Tutwiler Hotel on Friday, May 23, according to Secretary-Manager Robert F. Darrah. The Birmingham Wholesalers Club will be hosts.

NEWS of the INDUSTRY

Use of Wood Trusses to Save Metals Urged

Scarce metal materials can be spared and most construction continue through the use of wood trusses, Harry T. Kendall, chairman of the Timber Engineering Company, Washington, D. C., pointed out to Charles E. Wilson, administrator of the Office of Defense Mobilization, in a letter recently. Kendall explained that lumber is plentiful and timber fabricators are prepared to supply timber roof trusses and framing for all types of construction.

Calling for a fairer sharing of steel supplies between military and civilian jobs, Kendall said that steel in combination with timber would permit a greater volume of needed civilian construction without restricting any essential military construction.

In this way, he continued, the ODM would help to overcome the building-trades unemployment situation which needs in many areas to be corrected as soon as possible.

Lumber officials point out that use of wood trusses in general construction saves up to 90 per cent of metal otherwise required for roof construction. Similarly, in home-building the use of wood gutters, windows, garage doors, kitchen cabinets, etc., saves up to 100 per cent of critical metals.

Savings in metal that can be effected by use of lumber in construction and manufacture are estimated to run for truck bodies, 70%; toys, 90-100%; siding, 100%; ladders, 100%; poles and piling, 100%; office partitions, 98%; furniture, 95-100%; and fences 50-95%.

Kendall said a recent national survey by the National Lumber Manufacturers Association disclosed that over 1,800 architects and engineers are designing now in wood for all types of civilian construction, including warehouses, commercial buildings, schools, churches. However, he lamented, the military continues to design in steel many buildings and defense items for which wood is readily adaptable and freely available.

As in World War II when the use of timber made available

tremendous quantities of steel for war purposes, the lumber industry again is working with the military and other defense agencies to effect similar savings. Because of increased production as well as improved fabricating facilities, the lumber industry is prepared now to perform even greater service than it did in the last war.

Head Roofer Group

New president of the Roofer Manufacturer Association is Robert H. Rush, head of the Rush Lumber Company in Hawkinsville, Ga. He is a past-president of the Southeastern Lumbermen's Club.

Other new officers are Vice-Presidents E. A. Scott, Georgia-Pacific Plywood Company, Augusta, Ga., and Homer Starr, Starr Lumber Company, Atlanta, Ga. B. Ed Johnson, of Columbus, continues as secretary.

HEADS SIMPSON SALES



C. L. (Les) Emery was recently promoted from assistant to general sales manager of the Simpson Logging Company, Seattle, Wash. He was transferred last fall to the general sales office in Seattle after serving as Eastern representative since 1947. Last year he was chairman of the board of the Intercoastal Lumber Distributors Association.

New Education Program to Explain "Business"

If business is to be saved, it must be explained. That's the theory behind a vast new educational program called, "Explaining Your Business," sponsored by the Chamber of Commerce of the United States.

The purpose is to equip individual businessmen to explain their own businesses to their own employees in terms the employees can readily grasp.

This technique has been demonstrated to have two big advantages:

1. Employees have a natural interest in their own company; they are willing and often eager to hear the company's story; they are familiar with and usually have confidence at the outset in at least part of the company's operations; by understanding of their own company better they begin to appreciate the business system generally.

2. Once employees are made to recognize the merits of free enterprise, the job of public education is largely accomplished.

The Chamber recently sponsored a week-long seminar at which 55 business leaders from 16 states secluded themselves at the Mid-Pines Lodge in North Carolina, rolled up their sleeves, and tackled the problem intensively without interruption. All agreed later that the time was well spent.

Presented for study were the results of a survey of 10,000 employees in seven different companies. One question asked of the employees was, "What would you say has done the most to improve living standards in this country?"

Before the facts about machinery development were given, 60 per cent felt that better tools and machinery were responsible. After the facts, 89 per cent were right.

Another question asked was, "After a company has paid for materials, taxes and other costs, who would you say gets the larger share of money left over, employees or owners?" Before given the facts, 57 per cent said employees; after hearing the facts, 85 per cent believed employees received the largest share.



NEW HIGH POINT WAREHOUSE FEATURES PLYWOOD APPLICATIONS

The United States Plywood Corporation has opened its new, modern sales and distribution unit at High Point, N. C. Located at Prospect Street and Railroad, it replaces a smaller building which had supplied the Carolinas with Weldwood plywood and plastic products since 1941.

The new concrete and brick structure, containing more than 27,000 square feet of floor area, is 140 feet long and 190 feet wide. Ample shipping and loading facilities are provided by a private rail siding and covered truck-loading platform.

An adjoining office building, housing the sales and administrative staffs, is decorated with installations of exotic hardwood-plywood and other specialties comprising the Weldwood family of products. Offices also serve as showrooms for visiting builders, architects, and homeowners.

Charles W. Perry, former president of the Perry Plywood Corporation and a veteran of 14 years' service with U. S. Plywood, has managed the High Point sales and distribution unit since it was opened in 1941.

Knox Furnishes First Homes in H-Bomb Area

The first permanent-type family units constructed under programmed housing for defense workers in the Critical Defense Housing Area surrounding the H-bomb project in South Carolina were turned over to the Atomic Energy Commission and Du Pont officials last month at Barnwell by the Barnwell Peanut Company.

The 15 duplexes were built for that firm by Knox Carolina Homes of Thomson, Ga.

The total participation of the Knox Corporation through its construction subsidiaries will run around 855 CDHA permanent-type units, according to Mrs. K. Knox Withers, secretary. These will be spread through Augusta, Ga.; Aiken, Barnwell, Williston, North Augusta, and Allendale, S. C., and the Moody Air Base near Valdosta, Ga.

Dealers Urged to Send PR Contest Entries

With many entries already on file, the National Retail Lumber Dealers Association reminds its members that the closing date for its new Public Relations Contest—April 1—is rapidly approaching.

Since any single action taken in the interest of good public relations is eligible for an award, a great variety of entries is possible. Entries in hand include the providing of odds and ends of lumber free of charge to youth organizations for hobby purposes, furnishing plywood and lumber to make emergency "wooden lungs," and extending birthday greetings to businessmen in a special booklet.

Brief typewritten accounts, newspaper clippings, or other evidence of public relations efforts, such as printed pamphlets or copies of letters or speeches, make good entries. NRLDA's H. R. Northup points out. Entries need not be limited to accomplishments strictly within the industry inasmuch as any action that creates good-will—like serving as chairman of a hospital fund drive—is a positive move toward improved public relations.

Contest brochures and entry blanks are still available from the NRLDA Public Relations Department, Suite 302 Ring Building, Washington 6, D. C.

HOW TO MAKE ROOM FOR TOMORROW



Here is a scene in the making from "Make Room for Tomorrow," a new full-color movie produced by the Wood Conversion Company, makers of Balsam-Wool insulation and Nu-Wood interior finishes. The story tells how the Crumworthy family, with the help of a local lumber dealer and contractor, make more room in their home. Showings can be arranged through company representatives or the advertising department of the Wood Conversion Company, First National Bank Building, St. Paul 1, Minn.

Voluntary Inspection Increases on West Coast

Both buyer and seller want "police inspection" for their lumber, judging by the greatly increased membership in the West Coast Bureau of Lumber Grades and Inspections, "Scotland Yard" of the lumber industry there.

During the last 10 years, the number of mills supporting the bureau jumped from 254 to 501. Its members' combined output of West Coast species accounts for 75 per cent of all lumber manufactured in the Douglas fir region. Together they contributed \$1,331,722.67 last year for the work of the bureau's staff of 180 inspectors and supervisors.

Even the Federal government recognizes the grade-mark integrity of this independent industry organization.

The bureau's main functions are: (1) to write, adopt, and make available grading rules for West Coast species; (2) to interpret these rules; (3) to supervise grading practices at member mills; (4) to educate people in correct grades and grading procedures; (5) to maintain and supervise correct grade-marking of lumber when the bureau's official grade-marks are used; (6) to inspect and certify shipments of West Coast species on request, and (7) to re-inspect any shipment of such shipments on request.

Any manufacturer of West Coast species in the producing area can be a member of the

bureau. Non-members can have use of the bureau's services at a reasonable charge.

Member manufacturers' graders may use WCBLGI grade stamps only after they have been checked out three different and consecutive times by a bureau staff member.

They must maintain a grading efficiency of at least 95 per cent. The 30-man supervisory staff of the bureau made 8,467 visits to mills last year, partly to educate graders.

Howard L. Brown, veteran of 32 years in the lumber business and general superintendent of the bureau, submits his hand-picked inspectors and supervisors to rigid training and frequent examinations.

In addition to the appearance grades in the finish and clear items, lumber now is graded according to structural and stress quality.

113 New Standards Set; Wallboard Installation Next

Because of the increasing use of wallboards in new home construction, industry members believe there is an urgent need for standard methods of installation. The American Standards Association has organized a project to study installation methods and recommend such standards.

Nearly half of all new homes today are being constructed with gypsum wallboard, according to Lloyd H. Yeager, general manager of the Gypsum Association.

The American Standards Association recently announced that during 1951 it approved 113 new standards, bringing the total number of approved standards to 1,181.

New standards in the building industry included a building exits code, 24 road and paving materials standards, seven gypsum products standards, four cement flooring standards, specifications for interior lathing and furring, and four standards for masonry units for walls and partitions.

Fifteen companies joined the association last year to boost the number to 36 in the building industry on the roster of organizations supporting this group. The ASA members also include 18 trade associations in the construction field.

Launch Concrete-Form Hardboard Sales Drive

A nation-wide promotion intended to increase dealer sales of concrete-form hardboard has been launched by the Masonite Corporation. This is a grainless, wood-panel material, made entirely of wood fibers, for use as form liner or structural form board in the production of smooth-surfaced concrete. Among the end uses are ceilings, exterior walls, abutments, bridges, dams, culverts, monuments, grandstands, tanks, tunnels, and viaducts.

Promotional activities this quarter include the initial announcement to dealer salesmen with a photo album of 31 photographs showing current concrete projects on which the product was used; inauguration of a reporting service and follow-up procedure on new projects utilizing concrete; distribution of a new specifications book to wholesalers, architects and contractors; giant post-card for distribution of catalog insert pages; distribution of descriptive samples.

Open-Air Parking Garages Win Building Code O. K.

Amendments to the National Building Code have been published which may pave the way for more open-air parking garages, according to Lewis A. Vincent, general manager of the National Board of Fire Underwriters. The code now will allow such garages to be built of material more economically than the type of fire-resistive construction formerly required under the 1949 code.

The new construction types have been recognized because parking garages have had a favorable fire record and the open sides of open-air parking garages make it easy for firemen to get at any fire. The open sides also allow gases and smoke to escape from the building.

Other changes in the code concern standards on reinforced concrete and on plumbing which may save critical metals for defense needs.

A new type of steel bar for reinforcing concrete is now recognized, which will reduce construction costs and also conserve steel. This change adopts the 1951 revision of the code of the American Concrete Institute.



Howard L. Brown

Tree Farms in Dixie Cover 14 Million Acres

With 251 new areas certified in Southern states during 1951, the Tree Farms System moved ahead last year with the same progress that has marked the 10 years of tree-farming in the South.

According to figures released by the Southern Pine Association, which helps sponsor the program, more than 930,000 acres of additional lands in the 10 Southern states were certified during the year. However, cancellations reduced the net gain to slightly more than 400,000.

H. C. Berckes, secretary-manager of SPA, pointed out that the exceptionally large acreage cancelled was due to the purchase of approximately 500,000 acres of certified Tree Farms. Most of the new owners, pulp and paper companies, unquestionably will have their lands recertified at a later date, Berckes indicated.

Texas led the group of Tree farm states with 103 certificates issued. Alabama was second with 51 new Tree Farmers; South Carolina, third with 29.

Texas also was ahead on the total land certified with 303,206 acres being added to its system. South Carolina ranked second with 211,973 acres, and Virginia third with 149,686.

On January 1, there were 1,605 Tree Farms in the South. The total acreage was 13,786,483.

Metal Lath Association Sponsors More Research

More research into lightweight building construction was promised by G. J. Casey, a Truscon Steel Company sales manager and newly-elected president of the Metal Lath Manufacturers Association.

By reducing the weight of partitions and fireproofing, tons of critical structural steel can be saved in the framing of a modern building. The metal lath industry has pledged its cooperation in helping to rush to completion the buildings most important to defense effort, according to Casey.

He pointed out that the association last year under retiring president H. B. Brown, Inland Steel Products Company, worked with allied groups to develop a new

lightweight plaster partition which will retard the spread of fire for a full two hours. The Underwriters Laboratories soon will report on fire tests on structural columns fireproofed by a new combination of metal lath and lightweight aggregate plaster.

Donald R. Wadle was re-named managing director of the Association. J. G. Stemples, United States Gypsum Company, was elected vice-president. The new executive committee is comprised of Hugh Gallaher, Penn Metal Company, and E. B. Carter, Wheeling Corrugating Company, along with the president and vice-president.

PERSONNEL PARADE



HARDBOARD SALES HEAD

Robert T. Miller, above, is sales manager for the newly-formed hardboard department of the Simpson Logging Company, of Seattle, Wash. Formerly with the Masonite Corporation for 25 years in production, research, and sales management, Miller will handle industrial sales and coordinate all hardboard promotion activities for the Simpson Logging Company. This firm will market the entire Simpson Allwood hardboard output of the new Dee, Ore., plant of the Oregon Lumber Company. Cuyler Lighthall is owner-manager of the production company. Allwood hardboard is made entirely of the waste slabboard from Douglas fir mill operations.

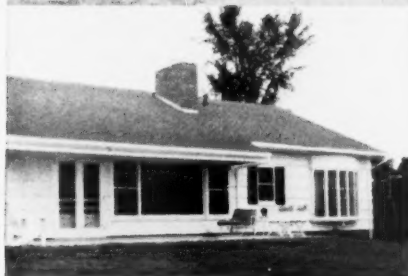
HEADS HOME SALES

Dan J. Carroll, above, has been appointed manager of the Residential Products Division of the Detroit Steel Products Company, according to E. C. Hodges, vice-president in charge of sales for the Detroit, Mich., firm. Carroll will be in charge of marketing Fenestra residential casements, basement and utility windows, and their accessories. He has served Detroit Steel for years in advertising and sales promotion capacities, including supervision of sales training and of exhibits at national and local home shows throughout the country.

PERLITE INSTITUTE: Richard L. Davis joined this service organization of perlite manufacturers as secretary-treasurer on February 15. Secretary of the Industrial Mineral Wool Institute for 11 years, he succeeded Wharton Clay, who died recently.

CELOTEX CORPORATION: Marrin Greenwood, general sales manager since 1939, is now a vice-president of the corporation. He joined Celotex as a salesman in the St. Louis division in 1925.

WESTINGHOUSE ELECTRIC CORPORATION: R. J. Sargent is now manager of major appliances and R. M. Oliver is manager of appliance specialties. Both are new posts in the Westinghouse appliance division. Until recently,



**profits come easier—
and faster—**

**when you stick to this
ONE window family**

Curtis Woodwork dealers have found a simple way to avoid headaches—and to build profits with less effort. They order *all* the windows and woodwork for any given job from a single source of supply: Curtis.

The Curtis Silentite window family, for instance, offers such wide variety—so many different window styles—that it meets practically any window need. Curtis Woodwork, too, is available in a *complete* line to suit any taste, any size of building budget.

Ordering everything from Curtis means that the complete job will be harmonious, satisfying, with no "kick-backs." There's less paper work, too, when there's only *one* order and *one* handling. And remember, Curtis Silentite Windows and Woodwork provide *ONE* high standard of quality, favorably known among home owners, contractors and architects throughout the country.



**CURTIS COMPANIES SERVICE BUREAU
CLINTON, IOWA**

A Department of Curtis Companies Incorporated

Clinton, Iowa • Wausau, Wis. • Chicago, Ill. • Sioux City, Iowa
Lincoln, Neb. • Topeka, Kan. • Minneapolis, Minn.

Sargent was manager of the laundry equipment department. Oliver formerly was in the promotion department.

OFFICE OF PRICE STABILIZATION: *M. White Smith*, president of the M. W. and White Smith lumber companies in Jackson, Miss., is now director of the Forest Products Division for OPS. Succeeding Smith as assistant director of the bureau is *M. C. Walsh*, former marketing research director for the Champion Fiber Company in Hamilton, Ohio.

AMERICAN RADIATOR AND STANDARD SANITARY CORPORATION: The directors recently elected *Joseph A. Grazier* executive vice-president. Previously Grazier served as vice-president and secretary, a position now held by *Frank J. Berberich*, who was assistant secretary.

GLOBE ROOFING PRODUCTS COMPANY, INC.: *Carl J. Nolte* has been promoted to vice-president in charge of purchasing. He has been in the purchasing field for 34 years and joined Globe in 1948.

GAR WOOD INDUSTRIES, INC.: *Arthur F. Dries* has joined this Michigan firm as manager of sales promotion and advertising. Previously he was associated with several construction equipment and industrial companies at both the manufacturing and distributor level.

JOHNS-MANVILLE CORPORATION: New commodity manager for asphalt roofings, in J-M's building products division, is *Edward C. Cerny, Jr.* He joined the firm as a salesman-in-training in the New York district in 1939. Before and after World War II, he was a sales representative for the Connecticut division.

TIMBER ENGINEERING COMPANY: New manager of the publicity department is *Edwin R. Butler*. He formerly edited *National Hardwood* magazine, and directed public relations for Southern Hardwood Producers, Inc. Recently he had been assistant managing director of American Forest Products Industries.

AMERICAN MACHINE AND FOUNDRY COMPANY: *James A. Nelson* is now a manufacturing assistant to the vice-president and general manager of the general products division. He formerly

was technical manager of Cribben and Sexton Company, appliance manufacturers. In his new position, Nelson supervises operations of such AMF subsidiaries as DeWalt, Inc., Cleveland Welding Company, Junior Toy Corporation, Sterling Engineering Company, and the Float-Lock Corporation.

ALLIED BUILDING CREDITS, INC.: *A. M. Burnett* has been appointed manager of the Des Moines, Iowa, office of this financing firm. He frequently has been a featured speaker on financial matters at dealer meetings. Before joining ABC, Burnett founded in 1936 and operated the Marshall Service Bureau.

GENERAL ELECTRIC COMPANY: *Harold T. Hulett* has been appointed general manager of the electric sink and cabinet department. He succeeds *Charles J. Enderle*, now assistant to the manager of marketing of the major appliance division.

BIRD AND SON: *Ralph M.*

Wight has been made director of personnel for this Massachusetts manufacturer of floor covering and asphalt roofing. He fills the vacancy left by the December death of *Creighton Hill*. Wight joined Bird in 1921 and recently was assistant to the director of manufacturing.

HOTPOINT, INC.: *James J. Nance*, this Chicago appliance firm's president, has been elected to the Northwestern University board of trustees. Nance has been active in the Arthritis and Rheumatism Foundation and the Chicago Boys' Club.

OLYMPIC STAINED PRODUCTS COMPANY: *Burr Odell* has been promoted to general sales manager in charge of all sales of all products. Several new regional managers also were named by President *Philip W. Bailey*. Among them are *Vincent Moss*, with headquarters in Houston for the Southeast, and *George Bourne*, directing Atlantic sales from New York.

NOW VICE-PRESIDENTS OF HUTTIG COMPANY



J. B. Clark



George L. Thomas

TWO BRANCH managers of the Huttig Sash and Door Company recently were elected vice-presidents of the firm, according to Vice-President *T. R. Armstrong*, general sales manager of the veteran millwork and building

supply firm. They are *J. B. Clark*, Huttig's branch manager in Jacksonville, Fla., and *George L. Thomas*, manager of the company's Charlotte, N. C., operations.

After entering the lumber and millwork industry in Michigan in

NEW Marlite HI-GLOSS

Increase your sales in '52 with this new low-cost, top quality panel by the foremost manufacturer of prefinished wall panels. Produced by a new exclusive Marlite high-heat-baking process, lustrous Marlite HI-GLOSS panels combine outstanding beauty and durability . . . sell in the same low price range as Marlite Velvetex!



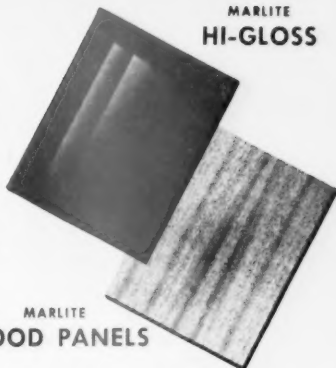
Now it's two for '52!

These two new low-cost Marlite high-heat-baked panels can help you double your markets and double your profits in '52!

NEW MARLITE WOOD PANELS . . . authentic reproduction of fine wood grains, costing far less than most unfinished fine woods.

NEW MARLITE HI-GLOSS . . . a high quality, low-cost panel, available in many striking colors and patterns.

Made possible through revolutionary manufacturing techniques, Marlite HI-GLOSS and WOOD panels offer unlimited sales possibilities for you. Stock HI-GLOSS and WOOD panels and watch them make sales history. You will be backed by the industry's most extensive advertising and sales promotional campaign.



Get complete details from your Marlite wholesaler, or write Marsh Wall Products, Inc., Dover, Ohio. Subsidiary of Masonite Corporation

MARCH, 1952 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

1909 and serving as bookkeeper, office and sales manager for several lumber firms in Wisconsin. J. B. Clark joined the Huttig Sash and Door Company in the St. Louis, Mo., home office as division sales manager in 1924.

His progress with Huttig was rapid, so he was transferred a year later to Jacksonville as branch manager. Always active in local civic affairs, Clark is a past-president of the Jacksonville Chamber of Commerce. Vice-President Clark continues as Jacksonville branch manager.

George L. Thomas joined Huttig as a sales representative in the Carolinas in 1929, with considerable experience in the lumber industry. During five years of service he made many friends among the Carolina dealers. Then, when Huttig established a branch office and plant in Charlotte in 1934, he was chosen as branch manager.

Vice-President Thomas has been active in Charlotte's civic affairs, and is the immediate past-president of the Dilworth Rotary Club. He continues as manager of Huttig's operations in Charlotte.

Heads Valley Operations of Georgia-Pacific Firm

B. F. Cheatham, general manager of the Cleveland, S. C., operation of the Georgia-Pacific Plywood Company since 1944, has been elected general manager of that mushrooming firm's Mississippi Valley operations with headquarters in Jackson, Miss. He is a graduate of the Virginia Polytechnic Institute.

According to Frank Schuh, Southern vice-president of the Georgia-Pacific Plywood Company, Cheatham has been elected president of Moore-Reid and Company, a Jackson sawmilling operation. He also will manage its Jackson retail branch, the Terry Road Lumber Yard, and the Georgia-Pacific lumbering operation in Dumas, Ark.

Cheatham succeeds the late John L. Moore as head of Moore-Reid and Company, and will take over his duties as well as those of the late Vice-President W. A. Reid. Moore died on January 15 and Reid passed away five days later.

Although the Georgia-Pacific Plywood Company has acquired virtually all stock of the C. D. Johnson Lumber Corporation in Toledo, Ore., the management,

personnel, and policies will be continued as they have in the past. Robert F. Johnson, president of the subsidiary, announced. The Oregon firm is a major producer of Douglas fir lumber.

Universal's New Window Plant Open in Georgia

Opening of a new plant of the Universal Window Corporation at Austell, Georgia, has been announced by George E. McCachren. Formerly a salesman of Universal windows, working from the home plant in Charlotte, N. C., he is executive vice-president and manager of the new Austell plant, just outside of Atlanta.

A 12,000-square-foot building, the new plant will specialize in the manufacture and distribution of the Universal Weatherseal window unit, which is popular among lum-

ber and building supply dealers in the Carolinas. Doors, screens, trim, and related items will also be warehoused and distributed.

The Austell plant will serve dealers in Georgia and also in parts of Alabama, Tennessee, Florida.

Devlin Is Fir Door President

Charles E. Devlin, vice-president of the Simpson Logging Company, Seattle, Wash., was chosen president of the Fir Door Institute at a recent annual meeting in Tacoma, Wash. Devlin formerly served as managing director of the Douglas Fir Plywood Association.

Other officers elected were Charles T. Eckstrom, Monarch Door and Manufacturing Company, Tacoma, vice-president; Ray M. Sundquist, Acme Door Corporation, Hoquiam, secretary, and Herman E. Tenzler, Northwest Door Company, Tacoma, treasurer.

MARYNEAL'S FIRST SHIPMENT TO SAN ANGELO

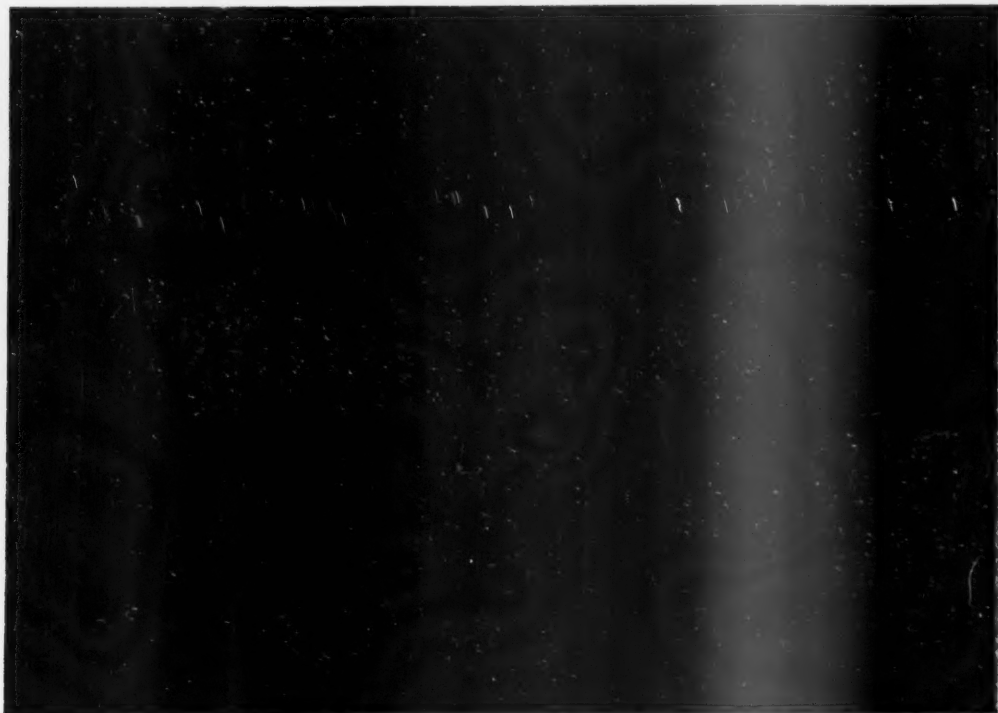


The first car of cement shipped from the new plant of the Lone Star Cement Corporation in Maryneal, Tex., has been used to pour foundations for 14 of the 50 homes planned for construction in the "San Angelo Plan" low-cost housing project in that progressive Texas city.

In the picture above, John Moss and John Armstrong, builders and originators of the San Angelo Plan of Low-Cost Housing, congratulate William A. Staton, Lone Star's assistant sales manager in Abilene, and Ralph Cushman, Lone Star's sales representative in San Angelo, on arrival of the car of cement from the new Maryneal cement mill.

The largest group ever to attend a local meeting of lumber dealers heard John Moss explain the "San Angelo Plan" at a meeting of the Retail Lumber Dealers Association of Houston last month. That afternoon he explained the low-cost housing plan on Houston's television station KPRC-TV—and the station was swamped with telephone calls for more information.

They're here! Woodtex Pastel Blends



Illustrated—Pastel Blue Blend

By popular demand, Woodtex Asphalt Shingles are now available in Pastel Blue Blend and Pastel Green Blend. These artistic blends offer just what many homeowners have been seeking—a distinctive-looking roof that offers years of assured protection.

For Woodtex is—first, last and always—a top-quality asphalt shingle. Its unique *raised* grain for beauty and high wind resistance and its 250 pounds per square make it a wonderful reroofing shingle, too.

Fire-resistant Woodtex Shingles, exclusively CERTAIN-TEED, now come in these 8 luxurious colors:

Pastel Blue Blend	Green Blend
Pastel Green Blend	Gray Blend
Two-tone Green	Red Blend
Two-tone Black	Brown Blend



Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain...Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

ASPHALT ROOFING • SHINGLES • SIDINGS
 ASBESTOS CEMENT ROOFING AND SIDING SHINGLES
 GYPSUM PLASTER • LATH • WALLBOARD • ROOF DECKS
 ACOUSTICAL TILE INSULATION FIBERBOARD

ASSOCIATION ACTIVITIES

URGES MORE THAN 'LIP SERVICE' FOR FEDERAL SAVINGS

Fulton and Mason Both Address Virginians

THE VIRGINIA Building Material Association scored a "first" for the South at its 26th annual convention in Roanoke, February 14-15, by having both the current president and the past-president of the National Retail Lumber Dealers Association as speakers and participants in social sessions.

NRLDA President Clyde Fulton, of Charlotte, Mich., and Past-President Norman P. Mason, of North Chelmsford, Mass., both were optimistic over business prospects and opportunities for

businessmen to serve in this defense era. Both commented on the "confusion and uncertainty" that prevailed in Washington when they attended industry meetings recently.

Mason pointed out that the lack of a "big backlog of unsold new houses and the need for community facilities, such as shopping centers, amusement places, and the like are hopeful signs to provide our industry with busy days ahead."

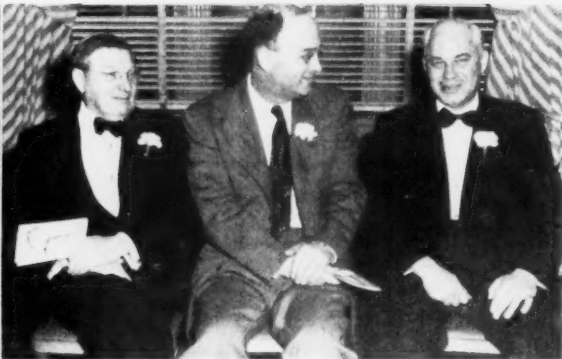
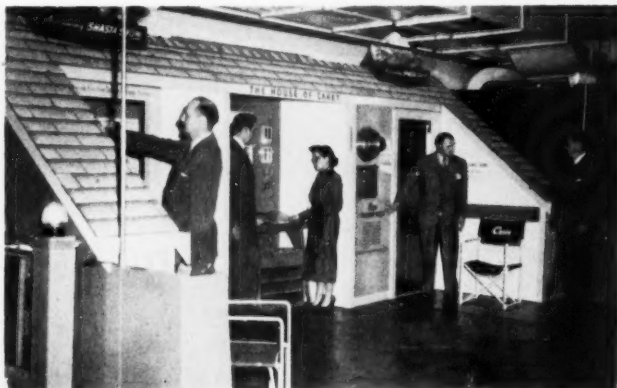
Analyzing a nation-wide dealer survey of business conditions, problems, and practices, Mason said: "We have a potentially good and growing market. Our problems

are for the immediate present, with greener pastures ahead. Volume may decline. Prices are no longer advancing. Our inventories are a shade too large, perhaps. Mortgage money is a little bit on the tight side. There's some unemployment in the building trades. But these are only the problems we in management must normally meet."

Clyde Fulton admitted that high taxes are killing the incentive for extra production. But, he declared, "in the face of the nation's defense effort, a man who gives more can at least get an inward satisfaction out of what he has done."

The national leader appealed to his "fellow dealers" to make their

Adjudged best of the 35 exhibits at the recent convention of the Virginia Building Material Association was that of the Philip Carey Manufacturing Company, seen at right. The Johns-Manville and U. S. Plywood exhibits were rated "second-place tie" by the dealer committee. Conversing, below, with incoming President Maurice R. Large, of Farmville, are Fred Hofer, VPI's Building Construction Club president, and Glenn Lemon, president of the Roanoke Dealers Association, guests at banquet. Lower right, Large is shown with retiring President L. R. O'Hara, of Yorktown, and R. B. Johnson, of West Point, the only new addition to the board of directors.

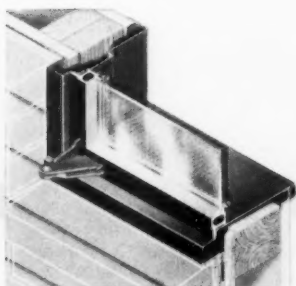


BOOST YOUR PROFITS—AND SAVE YOUR CUSTOMERS TIME AND MONEY

—with the new

FENESTRA

Ready-Trimmed Steel Window Unit



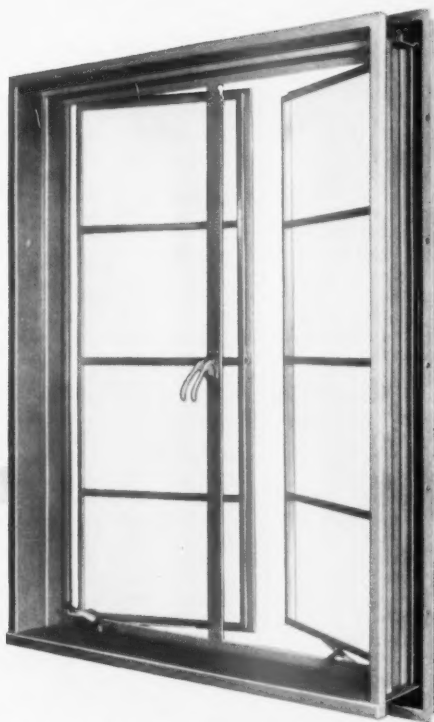
Now you can sell all standard sizes of popular Fenestra® Residence Steel Casements in a new time and moneysaving package. Sash, frame, hardware, inside trim, outside trim—all in one modern unit that saves time, labor, materials and money!

Goes in Simplest Rough Opening

Sheathing is run over studs and cripples, nailed and cut flush around opening. No need to recess for stops, etc. Same rough opening preparation for frame, brick veneer or stucco.

Quickest, Easiest Installation

Unit is simply plumbed in opening and nailed to sheathing through holes in flashing of trim—no grounds or special blocking required. No finishing or refitting. No extra trim or stops needed. Plaster or dry wall butts against the metal



trim inside. Shingles, siding, stucco or brick butt against it outside.

Helps Sell Houses

Fenestra Steel Casements Units are weather-tight. The windows are graceful and beautiful. They always open easily. They are washed, screened, and storm-sashed from the warm, comfortable *inside* of the house. And they are available (on special order) Super Hot-Dip Galvanized, Bonderized, and prime painted so they never need maintenance painting. Call your Fenestra Representative today. Or write Detroit Steel Products Company, Dept. SBS-3, 2271 E. Grand Blvd., Detroit 11, Michigan.

Fenestra READY-TRIMMED STEEL WINDOW UNITS
Sash • Frame • Hardware • Inside Trim • Outside Trim • A complete package

demands for government economy more than "lip service." He urged them not to ask for economy in one stirring letter and then seek a local appropriation from Uncle Sam in the next letter to Congress.

Vice-President Maurice R. Large, of Farmville, was advanced to the presidency to succeed Yorktown's L. R. O'Hara. O'Hara announced plans for three Executive Committee meetings and a semi-annual meeting of the Board of Directors in Richmond, in addition to the usual convention sessions.

E. R. English, of Altavista, was elected a vice-president to serve along with E. R. Woolridge, of Roanoke; William N. Neff, of Abingdon, and Forrest G. Brice, of Ashland, who were re-elected. Craigie Ruffin was re-elected treasurer, and Harris Mitchell continues as secretary-manager, both of Richmond. E. L. Whitehurst, of Norfolk, is the new NRLDA dealer-director.

Dealer interest in more productive merchandising of materials and home jobs was manifested at the open forum Friday morning. Moderated by Jack Parshall, *Building Supply News* editor, the panel included Dealers E. R. English, Albie Barksdale, and Maurice Large; Editors "Bill" Parsons and Donald L. Moore; Linwood Atkinson and L. H. Litchfield, FHA and VA spokesmen; and factory sales spokesmen Lee Bartholomew, Martin Coffey, E. W. Hadland, Charles W. Perry, and D. W. Rains.

Other speakers included Fred H. Ludwig, president of the Merritt Lumber Yards, Reading, Pa.; Dr. Walter S. Newman, president of the Virginia Polytechnic Institute, and George H. Combs, Jr., former Congressman, war correspondent, and radio commentator.

Ludwig's talk was acclaimed the "meatiest" and most helpful of all. He analyzed the tremendous market before dealers for new construction and repairs, provided they meet the competition of automobile, appliance, and travel dealers for the consumer dollar. He pointed out that American families spent an average of 21 per cent of their cash income for shelter in early 1900, whereas in 1951 they spent only 9 per cent for housing.

Speaking from long experience in operating a chain of lumber yards, Ludwig urged the Virginians to employ and train outside salesmen; to give junior associates more part in planning; and to do a thorough job of controlling overhead costs, sales, and profits.

CONVENTION CALENDAR

Carolina Dealers

AN INDUSTRY Workshop Forum will be a new feature of the annual convention of the Carolina Lumber and Building Supply Association at Textile Hall in Greenville, S. C., on Thursday, March 20. It will be moderated by Robert A. Jones, executive vice-president of the Middle Atlantic Lumbermen's Association.

A total of 120 factory and association representatives, dealers, and other industry spokesmen will form subject platoons around the convention hall to answer the questions of delegates about various materials, controls, and merchandising and management matters. Jones will be assisted by Ben F. Bills, Chicago management expert and industry commentator.

The 100 material, equipment, and service exhibits in Textile Hall will be open all day Tuesday, March 18, to the public as well as to dealers. Local architects, builders, and mechanics will receive special invitations. Wednesday and Thursday mornings will be devoted to exhibit visits by the conventioners.

Programmed speakers include H. R. Northup, NRLDA executive vice-president, on "The Washington Scene"; Lee Bartholomew, Southern States Iron Roofing Company vice-president, on "Sales Training and Compensation"; and Jake Salmon, technical editor of *Building Supply News*, on "Modern Merchandising Stores for Dealers."

Musical Artist Graham Jackson, of Atlanta, will entertain during the smorgasbord dinner at the Poinsett Hotel Thursday. Wives and lady delegates will have a luncheon Friday at the Greenville Country Club. A quartet will sing and an orchestra will provide dance music following the banquet Thursday at the Poinsett Hotel. Ben F. Bills will be the speaker.

The Carolina Lumber and Material Salesmen's Exchange will hold their annual luncheon Thursday at the Hotel Greenville. Donald L. Moore, editor of *Southern Building Supplies*, will talk on "The Building Material Market This Year."

Louisiana Dealers

A FORUM, dinner and floor show, and several top-notch speakers will be highlights of the annual convention of the Louisiana Building Material Dealers Association at the Jung Hotel in New Orleans, March 19-20.

Speakers will include Leonard E. Read, president of the Foundation for Economic Education, Inc.; Norman P. Mason, NRLDA Secretary Ed Libbey, Martin V. Coffey, Kentucky Dealer Don A. Campbell, James C. Downs, Jr., and Arthur A. Hood.

Tennessee Dealers

THE CHAIRMAN of the Lumber Dealers Research Council, Clarence Thompson, of Champaign, Ill., will be a featured speaker at the annual convention of the Tennessee Building Material Association at the Maxwell House in Nashville, March 25-27.

Tuesday and Wednesday mornings will be left open for inspection of exhibits. Golfers will participate in a tournament Wednesday a. m. at the Richland Country Club.

Social events will include a buffet dinner Tuesday at the Noel Hotel, a banquet and floor show at the Plantation Club Wednesday, and a style show and luncheon for ladies Wednesday.

Southern Piners

THE PROGRESS of Southern forestry and a recommended program of expanded trade promotion will be two main themes of the annual meeting of the Southern Pine Association at the Hotel Roosevelt in New Orleans, April 7-9.

Among the principal speakers will be Dr. Arthur A. Smith, vice-president and economist of the First National Bank of Dallas, Tex.; Arthur A. Hood, editor of *American Lumberman*, and Thurman Sensing, executive vice-president of the Southern States Industrial Council.

April Dates

THE FLORIDA Lumber and Millwork Association's convention will be held at the Tampa Terrace Hotel, April 16-18.

THE TEXAS Lumbermen's Association's convention will be, as usual, at Galveston's million-dollar Pleasure Pier, April 20-22.

THE GEORGIA Building Material Merchants will convene at the General Oglethorpe Hotel, April 23-25.



"EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.
 Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



Ryan Heads Texas Group

Jack Ryan, of the Corpus Christi Brick and Lumber Company, recently was elected president of the Corpus Christi Retail Lumber Dealers Association. Harold Marston, of the West Side Lumber Company, is the new vice-president.

Tom Lankford serves as secretary and Edward Walters as treasurer. They are associated with the Selby-Lankford Builders Supply Company and the Consumers Lumber Company, respectively.

Maryland's Bowers Heads MALA for 1952

G. Hunter Bowers, of the William D. Bowers Lumber Company in Frederick, Md., is the new president of the Middle Atlantic Lumbermen's Association, Inc. He was elevated from the vice-presidency at the group's 60th annual convention to succeed Claude G. Ryan, of Lancaster, Pa.

Over 400 retail and wholesale members of the Middle Atlantic



G. HUNTER BOWERS

organization attended the three-day convention in Atlantic City, N. J., last month to hear noted industry speakers and to participate in a series of panel discussions that largely comprised the program.

Washington, D. C.'s William R. Lamar, of Lamar and Wallace, was elected first-vice-president. The second vice-president is Frank Hankins, Jr., of H. H. Hankins and Brother, Bridgeton, N. J.

The other officers—all full-time professionals—were re-elected. They include Robert A. Jones, executive vice-president; Ray Latshaw, secretary-treasurer, and Charles M. Graff, assistant secretary-treasurer.

Re-elected to two-year terms on MALA's board of directors were Samuel Adkins, Salisbury, Md.; G. Kessler Livesay, Jr., Aberdeen, Md.; Robert Bogar, Steelton, and David S. Broschius, Sunbury, both of Pennsylvania.

Brand-new members of the board for two-year terms are Lawrence Kimball, Vineland, N. J.; Warren Somers, Atlantic City, N. J.; J. Gibson McIlvain, Philadelphia, Pa.; Carlton Leedom, Yardley, Pa.; Herman Eastern, Pa., and Harold Miller, Kutztown, Pa.

In the panel discussions the principal topics were the most effective ways for lumber dealers to advertise and whether they should stock and sell other materials and equipment besides lumber, mill-work.

Government purchasers are using clear lumber and long lengths again even for boxes, a wholesaler said.

Dollars and Sense Logic!



It Pays To Sell Ready-To-Install
Complete Window Units
Equipped With
MONARCH METAL WEATHERSTRIP

The profitable experience of thousands of builders who have installed Complete Window Units in millions of projects should be ample reason for you to urge your customers to gain these advantages for themselves:

Complete Window Units offer a big saving in labor by eliminating fabrication on the job.

Complete Window Units prevent waste of materials due to incorrect estimating and faulty assembly.

Complete Window Units help to do a better job and finish it sooner.

Complete Window Units give the owner sounder, more satisfactory construction.

It's good business to sell Complete Window Units assembled by your jobber or at the mill!

Buy Them From Your Sash & Door Jobber

Published in the interest of better and more economical building construction.

Monarch®
METAL WEATHERSTRIP CORP.
6343 ETZEL AVE., ST. LOUIS 14, MO.

Trinity White

THE WHITEST WHITE CEMENT



Stock and sell Trinity white—the whitest white portland cement. It gives extra eye appeal to . . . architectural concrete units . . . stucco . . . terrazzo . . . cement paint.

Trinity has many special uses because of its beauty and light-reflective properties. Trinity white is a true portland cement that meets all Federal and ASTM specifications.

General Portland Cement Co., 111 W. Monroe St., Chicago; Republic Bank Bldg., Dallas; 816 W. 5th St., Los Angeles; 305 Morgan St., Tampa; Volunteer Bldg., Chattanooga.

a true portland cement

As white



as snow

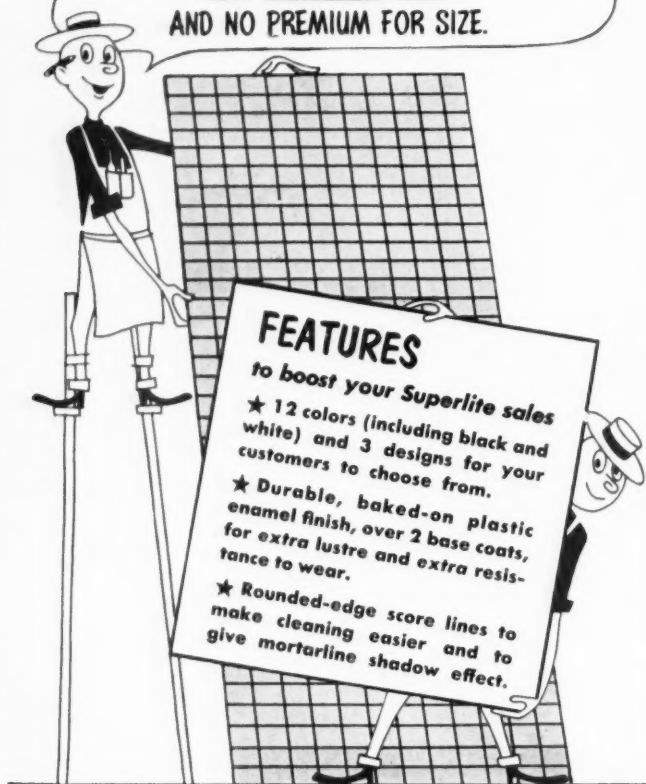
... plain or waterproofed

Try THIS for size!

JUST ONE SHEET 4 FT. x 12 FT. GIVES YOU

432 4 IN. x 4 IN. TILES

AND NO PREMIUM FOR SIZE.



SUPERLITE PREFINISHED WALLPANELS are $\frac{1}{8}$ " thick, available in sheet sizes 4 ft. wide, and from 4 ft. up to 12 ft. long. Finished four ways: solid colors, tile design (4" x 4" square), Leveline (horizontal lines on 8" centers) and in Leatherwood (a grained leather effect), in four colors and in one sheet size: 4 ft. x 8 ft.



PLAIN



TILE EFFECT



LEVELINE



LEATHERWOOD

DELUXE
Superlite

**PREFINISHED
 WALLPANELS**

Manufactured by

SUPERIOR WALL PRODUCTS CO.
 4401 N. American St., Philadelphia 40, Pa.

"for nearly two decades"

NRLDA Meetings Scheduled; Committee Changes Made

The board of directors of the National Retail Lumber Dealers Association will hold a spring meeting May 18-23 and the annual meeting November 15-21. Both conclaves will be held at the Shoreham Hotel in Washington, D. C.

Executive Vice-President H. R. Northup urges members to make room reservations for the spring meeting immediately through the NRLDA office, 302 Ring Building, Washington 6, D. C.

Several changes in the personnel of the NRLDA Executive Committee were made recently by President Clyde Fulton, of Charlotte, Mich., with the approval of the directors.

New members of the committee include Charles Lampland, St. Paul, Minn., for District No. 3; A. J. Huddleston, Oswego, Ore., District 5, and John Holmstrom, Rockford, Ill., District 8.

Other district representatives on the NRLDA Executive Committee are Donald Sterner, Belmar, N. J., District 1; H. J. Munnerlyn, Bennettville, S. C., District 2; Lynn Boyd, Pampa, Tex., District 4; W. P. Harley, Albuquerque, N. M., District 6, and George Adams, Walnut Grove, Calif., District 7.

Ex-officio members include President Fulton; Treasurer Fred R. Stair, Knoxville, Tenn., and Vice-President C. W. Gamble, Boise, Ida.

New Home-Plan Book Published by Oklahomans

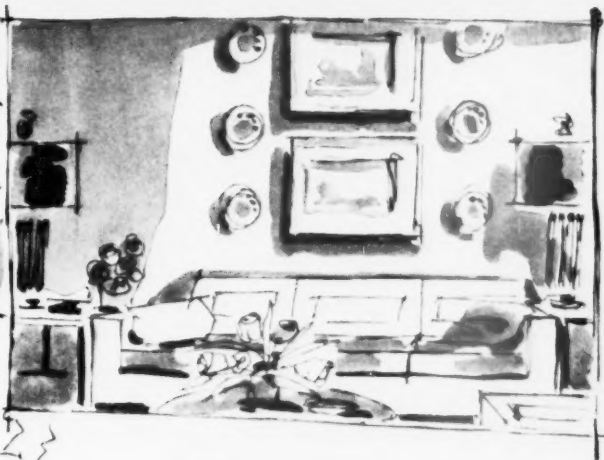
Twelve "House Plans of the Month" have been attractively bound in a single volume by the Oklahoma Lumbermen's Association, as a sales aid for dealers. The association suggests that dealers distribute them to contractors and builders, as well as using them on the sales floor as ideas for home-building prospects.

A limited number of the 1952 edition are offered for \$1.00 from OLA offices at 815 Leonhardt Building, Oklahoma City. In quantities of 10 or more, they sell for 75 cents each.

Three sets of blueprints and specifications for the plans are offered for \$12.50, \$17.50, or \$25, depending on the plan.

Houses range in size from a

The NEWEST ONE-COAT WALL PAINT



fetching
because it has
F.A.*

Prim's new *Fashion Appeal is fetching . . . and
fetching more and more customers too . . . particularly
the ladies . . . that keen, style-conscious homemaker
group which is growing more and more important
to sales-wise paint dealers everywhere.

Prim is especially designed with

FASHION APPEAL in mind . . .

from its extra quality formulation

clear through to its smart-as-a-bandbox

package. Let us prove Prim's unusual

FASHION APPEAL . . . which also

means sales appeal. Write now.

There is no obligation of course.



THE H. B. DAVIS COMPANY

1701 BUSH and SEVERN STS., BALTIMORE 30, MD., and SAVANNAH, GA.

MARCH, 1952 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

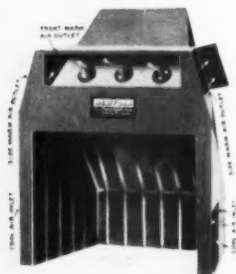
- building material
& lumber dealers
- home builders
& contractors
- architects
- draftsmen

Write today
identifying your trade

for Complimentary HEATFORM* FIREPLACE BOOK

This 36-page book contains 50 beautiful interiors and fireplace designs.

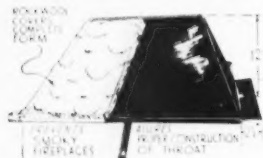
These photographs were selected from our National Photo Prize Contest. The book contains elevations, sections and plans for installation of two HEATFORM Models: "A" and "S." It also shows proper location of fireplace for best heating results; how to heat adjacent rooms on first and second floor, and other valuable fireplace information you will want.



HEATFORM Model "A"
Eight stock sizes 24" to 72"



HEATFORM Model "S"
View of Fire from Front & Side



SUPERIOR FORM DAMPER
the Architects' Friend

SUPERIOR FIREPLACE CO.

Dept. S85 521
1708 East 15th St.
Los Angeles 21, Calif.

Dept. S85 521
601 North Point Rd.
Baltimore 6, Maryland

Pioneer manufacturers of heat circulating fireplaces and Form Dampers. Nationally advertised to millions of potential users. Sold through leading building supply dealers everywhere.

HEATFORM The **SUPERIOR** **FIREPLACE**
heat circulating
most efficient and durable of all

two-bedroom design with 645 square feet of floor space to a three-bedroom home with 1,132 square feet, not including garage.

Typical of the appealing features of these designs is one floor plan for a home to which rooms can be added later. Especially suitable for housing projects, several plans can be varied several ways and reversed.

Mississippi Dealers Urged to "Speak Up"

"AMERICA owes its citizens only two things — protection and encouragement," declared Dr. J. L. Brakefield at the 26th convention of the Mississippi Retail Lumber Dealers Association in Biloxi, February 18-19.

Decrying the use of taxes to increase socialistic trends in Federal government, he said that the "Great Architect made America for free men of all colors and creeds," but that "men came here for less government."

The public relations director of the Liberty Life Insurance Company in Birmingham, Ala., Brakefield predicted that if we can keep the cold war going long enough, Russia will crumble from within.

He provoked chuckles from his audience when he mentioned that after the constitution was amended in 1913 to permit taxing of incomes, Charles Evans Hughes pointed out the danger that we might some day pay as much as 10 per cent of incomes in taxes!

Ideas contrary to the American way of life have gained more than a beachhead here, Brakefield said. "No important change would be made in running a business without first being subjected to a bombardment of questions concerning results and benefits—yet government policies are put in force without a murmur of dissent from the majority of businessmen."

In discussing price ceilings, Edward H. Libbey, secretary of the National Retail Lumber Dealers Association, said that a big majority of retail lumber dealers are still selling under the original GCPR.

Libbey reported that registration is now higher in the 30-day schools for lumber yard personnel held at various colleges, despite the lack of GI Bill money for tuition. He cited this as an increased awareness that more selling will have to be done to keep sales volumes up. He also predicted an

ANNOUNCING



And—a Complete Line of *Spintex* Batts and Blankets

Spintex insulation is available in Full-Thick Batts designed to provide maximum comfort and winter fuel savings. In addition there are Spintex Semi-Thick Batts and fully wrapped Blankets in three thicknesses—Thick, Medium and Service. All are made of

long fiber Rock Wool by an exclusive Johns-Manville manufacturing process. Originally developed to meet the exacting requirements of insulation for ships, refrigerator and passenger cars on railroads, household refrigerators and home freezer units, Spintex is now

available nationally for the insulation of houses and other types of buildings.

For full information about Spintex Insulation, write Johns-Manville, Box 290, New York 16, New York. In Canada, write 199 Bay Street, Toronto 1, Ontario.

Johns-Manville




even greater supply of materials available by fall.

In his talk on "How to Use Your Insurance Agent," W. S. Smylie, Meridian, Miss., cautioned dealers to use the same care in selecting their insurance agent as they would in choosing a doctor or lawyer. He pointed out that the present tax structure makes accumulation of wealth a more lengthy process today, so that insurance protection for what we have is even more important.

"The insurance business is constantly being revised to fit our



Relaxing in the Old South atmosphere of the Buena Vista Hotel in Biloxi, four "guiding lights" of the Mississippi association are seen above. Left to right, they are Earl M. Jones, Trenton Lumber Company, Jackson; Robert J. Perry, Perry Lumber Company, Vicksburg; T. A. Higdon, Builders Hardware and Supply Company, Forrest, and W. P. Kelly, Builders Lumber and Supply, Inc., Winona. Kelly was elevated to the presidency, succeeding R. C. Stockett. Higdon moved up from second to first vice-president. New second vice-president is Bob Perry. Jones, a former president, is now alternate NRIDA dealer-director.




A SQUARE DEAL FOR Fan Distributors

IT'S IMPOSSIBLE TO LOSE MONEY

ON A Murray FRANCHISE

NO LOSS


On Inventory, Carry Over!



GUARANTEED PROFITS

Report unsold fan inventory to Murray after season—for FULL CASH CREDIT. No seasonal tie-up of fluid capital. What you sell, you profit on—what you don't sell, simply report and receive check. You can't lose.

WRITE FOR
PRICES
INFORMATION
OR
CATALOG



Murray VENTILATING & WINDOW FANS

H. C. BIGLIN CO., INC. EXCLUSIVE SALES AGENTS
177 Morris St., N. W., Atlanta 3, Ga.

economy," Smylie added. "Any good insurance agent has at his fingertips the findings of specialists in many fields." Before buying a policy, Smylie continued, the businessman and his insurance agent should sit down together and analyze all property, including rolling property, and analyze all known hazards.

E. S. Egge, manager of the Birmingham branch of Allied Building Credits, Inc., told dealers that they must be prepared to offer time payments to customers for repair and remodeling work if they are to compete with mail-order houses and other dealers.

The monthly payment — rather than the whole cost — should be emphasized in selling a repair job, he pointed out. "Buying on the installment plan has become a part of the American way of life," Egge said.

"All Through the House," a movie on uses of insulation board, was shown to the Mississippi dealers. It was produced by the Insulation Board Institute.

Added to the board of directors were Fred Klyce, F. W. Klyce and



"No fat," said Sprat
—but he wasn't mixing concrete!

The particular degree of "fattiness" which proper air-entrainment imparts to concrete mixtures to produce rich, smooth-working plasticity cannot always be obtained with air-entraining cements. In many instances the harsh, bony leanness of the "Jack Sprat" mixes developed by locally available materials cannot be adequately "fattened" by the rigorously standardized air-entraining cements. Only by adding the necessary amount of one of the well-known air-entraining agents to the mix can it produce the creamy fat required for adequate air-entrainment.

It's another case of the neces-

sity for avoiding an arbitrary diet and feeding the individual what is best for his proper development.

Fortunately, the diet provided by air-entraining cement develops enough fat for most concrete mixes to "get by," but only by studying each set of conditions and furnishing just the right diet of air-entraining agent can the best results be obtained from any concrete mixture. The excellent results obtained are well worth the effort. If, however, you are certain the conditions are right for using a manufactured air-entraining cement, there's none better than Marquette Air-Entraining Cement.

If you have any problems or questions on the use and mixing of air entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.



Correct air entrainment prevents the kind of deterioration shown on this pavement slab. Always be sure your mix will produce the air-entrained concrete the job requires.



Marquette Cement

MANUFACTURING COMPANY

SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • **PLANTS:** Ogleby, Ill.
 Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

PORTLAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY

Company, Sardis; L. P. Marshall, Sumner Lumber Company, Sumner; Lyn McBride, Port Gibson Lumber Company, Port Gibson; Eddie Thorburn, Magnolia Builders Supply Company, Magnolia; Glen Roell, Natchez Lumber and Supply Company, Natchez; W. R. Ligon, Ligon and Chapman Lumber Company, Gulfport; Newt Caldwell, Builders Lumber and Supply Company, Hazelhurst; and Harry Lott, City Lumber Company, Winona.

Percy Graves, Graves Brothers Lumber Company, Batesville, was

100 MEN, 2 WOMEN ATTEND SHORT COURSES

ENROLLMENT in 30-day courses in building material distribution at three Southern and Southwestern universities this year has totaled

elected to the steering committee. Sam Simmons, City Lumber Company, Grenada, heads the membership and finance committee.

Jimmy Arrington, humorist and former mayor of Collins, spoke after the closing luncheon.

100 men and two women from building supply yards in 15 states.

The 10th Institute of Building Material Distribution at Southern Methodist University ran from January 14 through February 8. Forty-two men completed this course under the direction of C. H. Shumaker and the sponsorship of the Lumbermen's Association of Texas.

One woman—Elizabeth G. Stanton, of the J. R. Grobmyer Lumber Company in Little Rock—and 32 men attended the fifth annual short course at the University of Kansas City. Sponsored by the Southwestern Lumbermen's Association, the course started January 28 and ended February 29.

Mrs. Clara Nunnally Roberts, of the Nunnally Lumber Company in Monroe, Ga., and 26 men from eight Southeastern states attended the seventh annual course in building material fundamentals at the Georgia Institute of Technology in Atlanta. It started February 18 and will end March 14. The dealer associations of Georgia, Carolinas, Virginia, Florida, Alabama, Mississippi, and Tennessee are sponsoring the course jointly.

Your Customers'... Are Your... **NEEDS**

Satin-lite is the Answer
FOR REMODELING

For Economy, Beauty and Profits

Knowing your customers' needs is the answer to your intelligent purchase of materials. For your economy-minded remodeling customers, *Satin-Lite* Baked Finish Tileboard is the right material for you to stock. From 9 beautiful colors in 3 popular patterns your customers have wide choice for



This is our original deep cut, wide shouldered, smooth contour score line we introduced five years ago. It is so beautiful and so good it is now being imitated widely.

a great many different wall applications. Add excellent wearing qualities, ease of installing and ease of cleaning and you have a material you can sell with confidence—and PROFIT. *Satin-Lite* is the best in its price range. Request samples NOW, from your jobber or from our factory, on the coupon below.

Distributed Through Lumber and Building Supply Jobbers and Dealers

MAIL THIS
COUPON FOR
SAMPLES OF
Satin-lite

SBS

- ☐ DEALER
☐ JOBBER
☐ BUILDER

Name

Company

Street

City

State

Wallace
MANUFACTURING CO.
10th and Fayette, North Kansas City, Mo.

Consumer Ads to Feature Window Scenes in Color

The Ludman Corporation, Miami, Fla., manufacturers of glass jalousies and awning-type windows of wood and aluminum, this month are launching the most extensive advertising program ever instituted by a manufacturer of such building products.

According to the president of Ludman's advertising agency, Karl Bishopric, of Houck and Company of Florida, Inc., Ludman will start the advertising campaign with four-color, full-page advertisements of the Auto-Lok wood awning-type window in two leading consumer magazines this month.

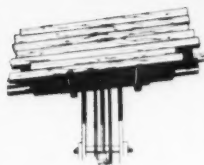
Later ads, he continued, will feature Auto-Lok windows of aluminum, Window-Tite glass jalousies, and Ludman jalousie doors. These will include four-color, full-page insertions and two-color, half-page insertions throughout the year.

Bishopric said that the consumer advertising will be supported by ads in building and dealer trade magazines.



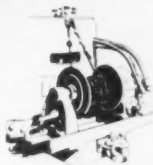
any handling job in your yard costs less with **ROSS** SERIES 10 AND THESE ATTACHMENTS!

Few fork trucks will give you such cost-cutting performance the year around as Series 10. The Ross balanced-weight principle and big pneumatic tires enable Series 10 to keep operations clicking smoothly . . . rain or shine, summer or winter. Series 10 is full-hydraulic, gasoline powered. Three models . . . 8,000 lbs., 10,000 lbs. and 12,000 lbs. With Series 10 and these engineered-to-the-truck attachments you can handle practically any job in your yard . . . at a big saving.



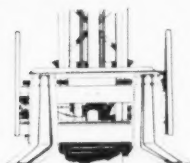
POWER SLOPE PILER

Piles lumber on an angle to shed water and minimize degrading of lumber. Powered by double-acting hydraulic cylinder. Controlled from driver's seat.



HYDRAULIC WINCH

Enables fork truck to pull dry kilns, spot cars, skid heavy loads. Mounts on counterweight. Controlled from driver's seat. Line pulls to 6000 lbs. available. Furnished without cable.



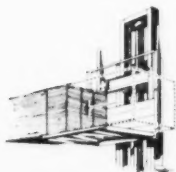
TRAVERSE CARRIAGE

With a minimum of maneuvering, truck driver can place loads flush with other loads and walls. Saves time, permits full utilization of storage space. Hydraulic-powered. Forks individually adjustable for spacing.



BOOMS

Permit fork truck to unload open-top cars and trucks, handle bulky, awkward items that cannot be handled with regular forks. Three types available. Quickly interchangeable with regular forks.



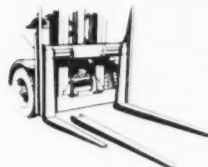
HYDRAULIC BIN-LOADER

Permits conventional lumber bins to be loaded with a Series 10 Fork Truck. Doesn't interfere with normal fork truck operation. Easily detached and readily interchangeable with other attachments. Controlled from truck cab.



SCOOPS

Speed handling of coal, gravel, sand and other bulk materials . . . also snow removal. Two types . . . mechanical, 2 cu. yds. and hydraulic, 2½ cu. yds. Quickly interchangeable with regular forks.



FORK EXTENSIONS

Fit over regular forks and permit handling of bulky, light loads. Available in lengths to suit requirements. Easily attached and detached. Hollow construction permits regular forks to be inserted by simply laying extensions on ground or floor and driving lift truck forward.

**MAIL
THIS
FOR
FULL
DETAILS**

**Rely On
ROSS**

THE ROSS CARRIER COMPANY

170 Miller St., Benton Harbor, Mich., U.S.A.

SEND DETAILS ON SERIES 10 FORK TRUCK AND ITS ATTACHMENTS

Name Title

Company

Street

City State

Clarke Company Buys Porter-Cable Lines

Ernest Cooper, president of the Clarke Sanding Machine Company, Muskegon, Mich., recently announced that his firm had bought the Porter-Cable Machine Company's lines of contractor and rental floor sanding and edging machines.

Porter-Cable now concentrates on production of its portable machines.

Cooper added that his company already has started shipment of Porter-Cable models, and that

hereafter it will handle servicing of all such machines.

500 Retail Dealers Get Minute-Man Buttons

Minute-Man lapel buttons—symbolizing active participation in the National Retail Lumber Dealers Association's "grass roots" public relations campaign—have been sent to 140 more dealers throughout the country by C. B. Sweet, chairman of the Public Affairs Committee.

The chairman reported that over

2,800 clippings were on file in NRLDA's Public Relations Department as evidence of the program's success.

Each dealer who has two or more published releases to his credit receives a Minute-Man lapel button. Sweet explained. More than 500 dealers have been so recognized. Solid gold buttons have been awarded to 10 dealers whose efforts have been particularly outstanding.

ANTELOPE OR ELK

(From page 36)

"The first day 11 of our 16 hunters bagged their elk and within three days we had our limit of 16, with nothing to do the rest of the time but eat elk steaks and spin yarns in our camp amid 18 inches of snow," Davis recalled.

"Hubert Tate got the biggest elk for our party, and I got the smallest. Tate's kill grossed around 750 pounds and dressed out to 342. My elk dressed out, with all bones removed, at 275 pounds. All of the meat had to be inspected and approved by Federal officers before we could take it out of the state.

"You hunt elk similar to the way you hunt deer. They lie in the snow until surrounded. You spread out and walk them up. One man firing will drive the elk toward other hunters in the party. We were fortunate because we had the highest camp in the immediate area. The hunters below us had driven the game up in the area in which we were hunting."

Davis said that his party, which included some relatives of his son's wife and of Contractor Tate and some of their friends, all used .300 Savage rifles, equipped with iron sights and 180-grain loads.

But Davis wants to try a .270 Winchester rifle with telescopic sight next fall, because he thinks it will reach more elk when they move off 700 yards or so and stop to look at their stalkers.

Davis and his Chattanooga companions traveled more than 3,000 miles in a station wagon and souped-up deluxe pick-up truck, and were gone 31 days to the Selway area last year. They lost about 15 pounds each and two of the hunters, Curtis and Harris, went the full 30 days without shaving!

On the way to the game preserve, the Chattanooga foursome



**"MY CUSTOMERS SURE
LIKE OLD AMERICAN
ASPHALT SHINGLES IN
PASTEL COLORS!"**

LUMBERMEN EVERYWHERE are reporting genuine customer enthusiasm for asphalt shingles in pastel colors. And our customers tell us Old American pastels are really going over big.

That's why, if you haven't already seen them, you ought to investigate these new Old American pastels in pastel colors. They're three-tab strip shingles of typically high Old American quality, and they are available in four pastel tones—red, green, blue, and brown—especially blended to harmonize with exterior colors. We'll be glad to send you free full-size color samples. Just drop us a line. No obligation, of course.

SEE OLD AMERICAN PASTELS AT YOUR CONVENTION

These lovely new Old American Asphalt Shingles in pastel colors are the featured attraction in our display at the Lumbermen's Association of Texas Convention in Galveston, April 20, 21, 22. (Booth No. 29).



Manufacturing quality Asphalt Roofing and Siding for 31 years . . .

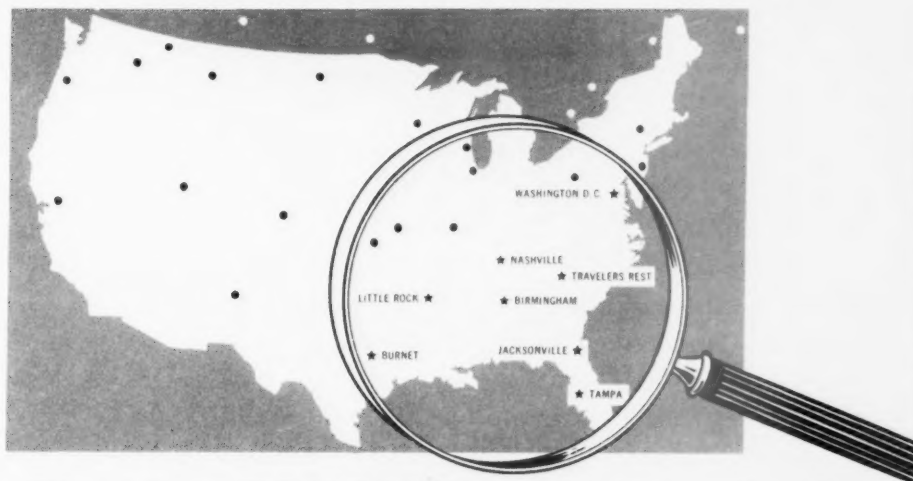
AMERICAN ASPHALT ROOF CORPORATION

• Kansas City
• East St. Louis

• Salt Lake City
• Fort Worth

ZONOLITE EXPANDS!

**Now... 8 Regional Zonolite Plants
To Better Serve The South!**



There's a ZONOLITE Plant Near You!

Increase Your Profits—

With the Complete
Zonolite Line:

- Loose Fill Insulation
- Plaster Aggregate
- Concrete Aggregate
- Acoustical Plastic

Five New Zonolite Plants Have Been Opened to total eight Zonolite plants in the South and are ready to give you prompt delivery. In addition to the huge plant at Travelers Rest, South Carolina, Burnet, Tex., and Washington, D. C.—new plants are now in operation at Jacksonville, Birmingham, Tampa, Nashville and Little Rock.

Zonolite has instituted these new production and distribution centers so that you may order Zonolite with no delay—and also to meet the increasing demand for Zonolite products. Consistent national advertising is building a tremendous demand for Zonolite vermiculite Insulation, Zonolite Plaster and Concrete Aggregate and Acoustical Plastic.

Why not investigate the profit possibilities of handling Zonolite products. Mail coupon for Dealer Sales Kit which shows how you can get more profits with Zonolite products.



MAIL COUPON TODAY FOR DEALER SALES KIT

**Zonolite Company, Dept. SB5-32
135 S. LaSalle St.
Chicago 3, Illinois**

Please send me Dealer Sales Kit G-10 and full details about Zonolite profit-making products. No obligation.

Name.....
Address.....
City..... Zone..... State.....

visited relatives in Sun Valley, Idaho, where they were pressed into service for four days as cow-punchers. During the drive of beef cattle from mountain ridge to valley, Davis shot some beautiful pictures of a deer herd and bagged his daily limit of two pheasants, two sage hens, and four ducks.

His movie camera is equipped with telescopic lens and pistol grip with shotgun feed, which permit quick shots close up for a distance of 800 to 900 yards.

Ted Davis had previously killed

wild boar, deer, turkeys, and black bears in the Smoky mountains of North Carolina. He explained that, contrary to common opinion, wild boar are cowardly and will flee, fighting back only as a last resort. However, he recalled a hunt when one trapped, mad boar killed three Plot hounds before he was downed.

Davis also hunts deer in the National Forest around Helen, Georgia, and the Allison Lumber Company preserve in Alabama. Besides the .300 Savage rifle used on the Selway jaunts, he has a 12-gauge

Magnum shotgun with 32-inch barrel, another shotgun, and a .350 Remington brush gun used to kill boars within 100-yard range. He uses the Magnum to shoot geese with 3-inch shells as close as 90 to 100 yards.

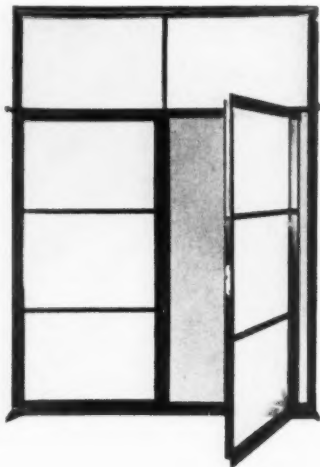
A World War I veteran, Ted Davis migrated to Chattanooga, Tenn., from his home town of Tellico, Tennessee, in 1923 to operate a service station. In 1932 he moved to LaFollette, Tennessee, to build houses and later worked in a local lumber yard. In 1936 he returned to Chattanooga as a homebuilder. He had a part in building about 100 houses in this industrial city before 1936 when he became associated with the Economy Lumber Company.

Last year he built a large functional warehouse in his yard and he has plans to remodel and enlarge his store and office. And he probably will . . . unless too many friends ask him to go big-game hunting or to show them his wonderful color movies of "that big hunt out Idaho Way."

EMPIRE STEEL WINDOWS

A Complete Line of Finer Windows

Residence Casements
Architectural & Commercial
Awning Windows Commercial
Projected Windows Pivoted
Windows Security Windows



Southern Made for Southern Builders

The Empire Line of Steel Windows offers you an opportunity to handle windows Southern users want. Properly engineered, accurately and sturdily built, bonderized for lasting finish, Empire Windows are nevertheless sold at competitive prices. Write for literature.

DECATUR IRON & STEEL CO.

Decatur



Alabama

Serving Southern Builders for Over 60 Years

CREDIT CONTROL

(From page 35)

cause much trouble in the days ahead. To keep his inventory under control, a dealer should consider the following matters:

1. Know the turnover of all items in your line.
2. Determine the gross profit on each commodity regularly so that you will know which items are the least profitable, or perhaps even unprofitable.
3. Do not speculate in inventory. Purchase only for current requirements.
4. Avoid overstocking, especially with high-priced material, if the funds expended for them might be needed in your current operation.
5. Watch for unbalanced or broken lines.
6. Carefully analyze the effect of possible price declines on your financial condition.
7. Always know what merchandise you have on hand and plan carefully for replenishment of stocks. The use of a Perpetual Inventory system may be helpful.
8. Remember always that NO PROFIT IS MADE ON MATERIAL IN INVENTORY. It must be sold and the account collected before a profit is earned.

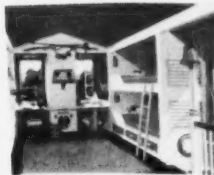
Announcing
a \$1,000,000 program that means
bigger, extra business for you!

ADD-A-ROOM NOW!
with **Gold Bond**



ADD-A-ROOM NOW!
with **Gold Bond**

Which of these 8 rooms can we help you add to your home?



THOUSANDS OF FAMILIES NEED EXTRA LIVING SPACE NOW! Gold Bond's \$1,000,000 "Add-A-Room Now" promotion tells them how to get it at low cost with products you sell!

HOMEOWNERS ARE READY TO DO THEIR OWN WORK! Gold Bond's hard hitting ads, displays and mailing pieces show them how—save you time, make sales easier, faster!

NO SHORTAGES OF GOLD BOND PRODUCTS! Gold Bond Rock Wool, Gypsum Wallboard, Insulation Board, Color Texture and Velvet...all these top-quality products are non-critical!

CLIMB ABOARD GOLD BOND'S MILLION DOLLAR BANDWAGON! For rich extra sales in '52, tie in with Gold Bond's completely-worked-out promotion...SELF-MAILERS—ENVELOPE STUFFERS—WALL CHARTS—"HOW-TO-DO-IT" BULLETINS.

Over 10,000,000 subscribers, most of them homeowners, will see the above 2-page, full color spread in the SATURDAY EVENING POST (March 22), APRIL BETTER HOMES AND GARDENS and AMERICAN HOME magazines. Millions more will see "ADD-A-ROOM NOW" ads in COUNTRY GENTLEMAN, CAPPER'S FARMER, FARM JOURNAL, SUCCESSFUL FARMING, POPULAR MECHANICS, MECHANIX ILLUSTRATED, POPULAR SCIENCE, POPULAR HOMECRAFT and HOME MAINTENANCE AND IMPROVEMENT.

NATIONAL GYPSUM COMPANY • BUFFALO 2, N. Y.
Fireproof Wallboards, Decorative Insulation Boards, Lath, Plaster, Lime, Sheathing, Wall Paint, Textures, Rock Wool Insulation, Metal Lath and Sound Control Products.

MARCH, 1952 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

DEALERS in the NEWS

GEORGIA

ROME: I. Harold Storey, 29, of the S. I. Storey Lumber Company, was named by the Georgia Junior Chamber of Commerce as one of five Georgians to be presented distinguished service awards. He is a director of the Chamber of Commerce and the Kiwanis Club; leader in the March of Dimes, cancer drive, and Red Cross blood-donor campaign; endowment chairman for Mercer University School of Education, and a Sunday school teacher.

MONROE: Seth Doster has bought the R. R. Shockley Lumber Company from Roy Shockley. For the last 15 years, Doster has been general manager of the Nunnally Lumber Company here.

ARKANSAS

MOUNTAIN HOME: The H. E. Keeter Lumber Company has moved its stock and offices to a location purchased from the North Arkansas Building and Supply Company. The purchase was made to provide more space and more convenient service for customers.

LITTLE ROCK: The Dixie Supply

and Roofing Company has been incorporated by L. B. Kathryn and L. R. Travis.

ROGERS: Ilo C. Kriese, Irene Kriese, Mrs. G. F. Warner, Alta E. Brantingham, and William S. Brantingham have incorporated the Rogers Lime and Materials Company. Capital stock was listed at \$100,000.

KENTUCKY

GLASGOW: The Boden-Anderson Lumber Company has been granted a charter. Sam Boden, Jr., R. D. Anderson, and Terry L. Hatchett are the incorporators.

TENNESSEE

NASHVILLE: The A. M. Loveman Lumber and Box Company has moved to a new one-story building at 1200 49th Avenue. It operated at the old site for 70 years.

UNION CITY: William A. (Doc) Nailling, co-owner of the Nailling Mill and Lumber and Ready-Mix Concrete Company here, married Miss LaVanche Watkins of Paducah, Ky., February 1. Nailling is a vice-president of the Tennessee Building Materials Association.

OKLAHOMA

LAWTON: Harry Russell recently was elected president of the Lawton Retailers Association. He heads the Harry Russell Lumber Company.

MARIETTA: The Bob Fraley Lumber Company has completed a big remodeling program that makes its yard one of the most modern in this area.

SAPULPA: Lou Stuart, of the Stuart Lumber Company, is new president of the Sapulpa Chamber of Commerce.

ERICK: The Stubbs and Allen Lumber Company office and showroom have moved to a new location on Main Street. Manager Wayne Allen reports that the paint department has been enlarged and a large stock of wallpaper has been added.

OWASSO: The Owasso Lumber Company was recently granted a 20-year charter of incorporation.

OKLAHOMA CITY: The Midwest Lumber Company has a 50-year charter. Incorporators include W. Otis Ridings, Fred D. Newman, and George H. Shirk.

FLORIDA

FORT PIERCE: Rinker, Inc., has started construction of a \$250,000 cement block manufacturing plant here. Eventually the entire Rinker plant, now on South Third Street, will be situated on the new site. The new plant will have a daily output of up to 6,000 blocks.

TEXAS

ANDREWS: J. S. Montgomery, of the Forrest Lumber Company, and his wife recently celebrated their golden wedding anniversary. More than 100 friends and relatives attended the "open house" held in their honor.

WALLIS: Jack Stern is new manager of the Barnes-Jones Lumber Company. He replaces Percy Mrosko, who left to become manager of the company's yard in Elgin.

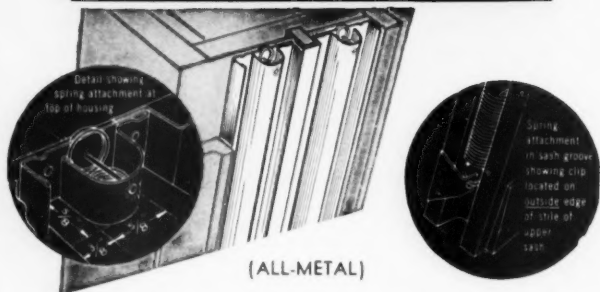
BROWNFIELD: Pat McMillan has been made manager of the Robert E. Thompson Lumber Company.

CANTON: Jim D. Robinson has purchased Irby Mills' interest in the Dove-Mills Lumber Company. A former employee of the Brazelton Lumber Company in Mineola, Robinson has had 16 years of experience in the retail lumber industry. New name of the firm is Dove-Mills and Robinson Lumber Company.

SWEETWATER: The Brown Lumber Company has bought the Bryan Buck Lumber Company here. Paul Brown said the two companies have

COMBINATION SASH BALANCE AND WEATHERSTRIP UNIT

Do two jobs at once on any double-hung window. Here is an installation on an economy frame giving an all metal sash run. Or simply "cap" old or new wood parting beads. Allmetal Sash Balance give stable sash — provides finger-tip control — cuts labor and material costs and provides better windows by weatherstripping as well as balancing. Send for complete information now.



(ALL-METAL)

SOUTHERN METAL PRODUCTS CORPORATION

921 Rayner St.

MEMPHIS, TENNESSEE

Gentlemen: Please send me complete information and prices.

NAME _____

ADDRESS _____

CITY _____

STATE _____



P A I N E **REZO** T. M. REGISTERED **D O O R S**

**built up to a standard
not down to a price**

There is no substitute for
experience in establishing and
maintaining quality.

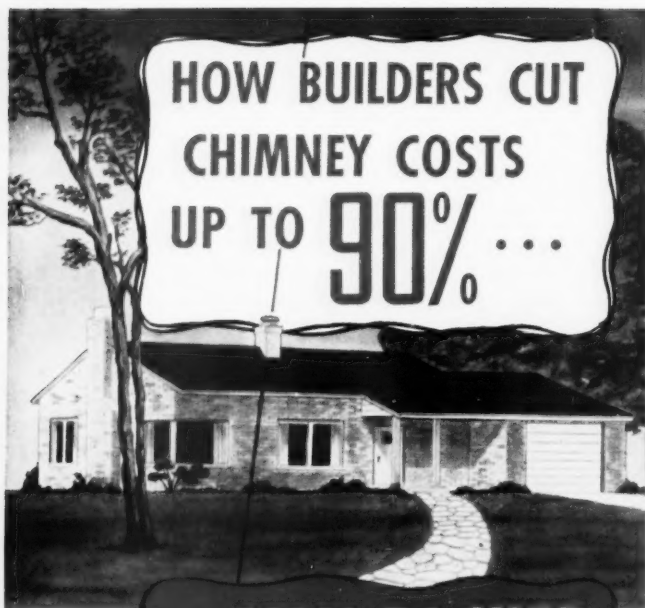
Over five million Paine Rezo
doors are in use since 1935.

Manufactured by the

P A I N E L U M B E R C O . , L T D .

*Oshkosh
Wisconsin*

ESTABLISHED 1853



HOW BUILDERS CUT CHIMNEY COSTS UP TO 90%...

WITH VAN-PACKER PACKAGED MASONRY CHIMNEY

There's no waste with Van-Packer Packaged Masonry Chimney. Nothing can deteriorate—there's nothing else to buy. Costly man hours, space, breakage and trucking involved in handling brick chimney supplies are all avoided. Builders prefer this completely packaged chimney. Installation time is cut to a fraction . . . just three hours work or less by one man and the chimney is complete. Underwriters' Laboratories tested and approved Van-Packer All-Fuel Chimney is fire-safe with a chimney wall of insulating vermiculite concrete and fire-clay tile liner. The insulating value of the Van-Packer wall is equal to 24" of brick or 70" of ordinary concrete. F. H. A. accepted!



Nationally distributed through reliable building material jobbers and dealers. Van-Packer is available for immediate delivery. Many jobber territories still open. Write for free literature and details.

**Van-Packer
CORPORATION**

Dept. 3503 • 209 S. LaSalle St., Chicago 4, Ill.

Also Manufactured and Distributed in Canada by
C. A. McRobert and Son, Ltd., St. Laurent, Quebec

been merged and that the Bryan Buck site will be the new home of the Brown firm, which has been seeking a new location ever since the city bought its land for a new underpass.

HASKELL: G. L. Kennedy, formerly of Linden, has bought the Drew Lumber Company here. J. W. McFarlin, manager of the firm since 1947, continues in that capacity.

CAMERON: The Grant Lumber Company has a new manager, Albert Hurtik. He succeeds Henry Wernli, who resigned to join another firm.

SAN ANGELO: The South Texas Lumber Company recently sponsored the local appearance of Dr. J. S. Long, chemical director of the Peaslee-Gaulbert Paint and Varnish Company. This Louisville, Ky., scientist spoke at the Rotary Club and at a special meeting of architects, builders, and contractors.

CORRIGAN: "Man of the Year" chosen by the Polk County Chamber of Commerce recently was W. F. Edens. He is the retired head of the Edens-Burch Lumber Company.

KINGSVILLE: R. J. (Bob) Leach has been named assistant to Harvey Burris, manager of the M. W. Marston Lumber Company.

CROSBYTON: Perry Bell has opened a new yard here. Formerly he was with the Burrow Lumber Company of Canyon.

RIO HONDO: James H. Walker, Sr., and his son, James, Jr., have bought the Farm Supply Company. The name was changed to Walker's Lumber and Supply Company.

CHILDRESS: Herbert Turner, manager of the William Cameron and Company yard here, is now president of the Board of City Development. He has been with William Cameron for 15 years.

YSLETA: Henry S. and Edwin S. Oppenheim have opened the Oppenheim Lumber Company here.

FLOYDADA: Perry Bell, of the Burrow Lumber Company here, has moved to Crosbyton to manage a new lumber yard. His wife, who has taught school here, will also teach in Crosbyton.

WICHITA FALLS: The Ragland-Cone Lumber Company has completed an extensive expansion program. The office space, showrooms, warehouse, and storage facilities have all been enlarged.

MISSISSIPPI

KOSCIUSKO: The Ewart Lumber Company recently completed its sixth successful year in business. C. F. Wilkinson has joined the firm as general manager. For five years he had been architect and engineer for the Mississippi State College experiment station, planning and supervising its construction program.

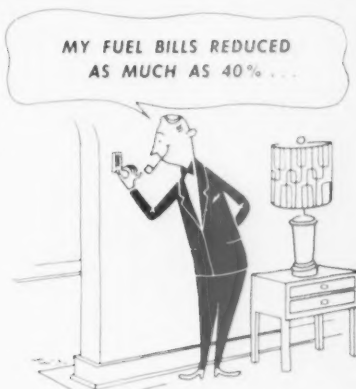
MERIDIAN: J. D. Tucker has joined the Meridian Lumber and Supply Company as manager. Until

Here's why they buy

TENSULATE Mineral Wool



HOMEMAKER



BILL-PAYER



CONTRACTOR

THESE good reasons "Why They Buy" add up to the big reason why building material dealers are selling more and more Tensulate Mineral Wool Insulation that puts extra dollars in your pocket.

Both batt and granulated Tensulate Mineral Wool are delivered in attractively printed packages. Complete technical literature and assistance is available upon request. Address Tennessee Products & Chemical Corporation, Dept. S3, First American National Bank Building, Nashville 3, Tennessee.



MAIL COUPON

TENNESSEE PRODUCTS & CHEMICAL CORPORATION
 FIRST AMERICAN NATIONAL BANK BUILDING, NASHVILLE, TENNESSEE
 Please send me information about Tensulate Mineral Wool Insulation.

NAME _____ FIRM _____ STREET _____ TITLE _____
 CITY _____ ZONE _____ STATE _____

SPIREX **SASH BALANCES**

Quiet

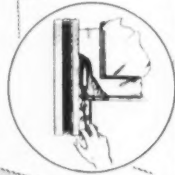
Special **SPIREX** coating insulates against noise and protects balance from rust. **SPIREX** gives you quiet operation with years and years of trouble-free service!

Smooth

Patented spring construction with separated coils eliminates rasp and friction . . . makes windows slide *smooth-as-you-please* for the life of the building.

Adjustable

Tension can be adjusted after balance is installed for perfect lifting power according to sash weight. Requires only 4-5 turns for average sash.



Manufacturers of
precise clock spring
balances since 1888

New telescope
carton has complete
unit and accessories for
the job.

Marion T. Davis & Company
281 North Ave., N.E., Atlanta, Ga.
Day: Emerson 6474; Night: Exchange 2278
J. Seobey North
Nat'l City Bank Bldg., Dallas 1, Texas
Phones: Prospect 7231, Lakeside 0701
CALDWELL MANUFACTURING CO.
45 Commercial St., Rochester 14, N. Y.

recently, he was with the White Lumber Company, owned by Governor Hugh L. White.

COLUMBIA: The H. L. White Lumber Company branch here was recently closed last month by Governor White. W. R. Carbrey and H. L. Stumbaugh were transferred to the firm's Hattiesburg office, where Carbrey was made manager. Miss Lula Carbrey is now employed in the governor's office in Jackson.

MARYLAND

BETHESDA: I. S. Turover, president of the Turover Lumber Company, has been elected a director of the Metropolitan Savings and Loan Association of Washington, D. C. He holds several citations from the U. S. Treasury Department for his success as chairman of bond drives.

ABERDEEN: The Livezey Lumber Company, with headquarters here, recently sold its branch in Havre de Grace to the Chesapeake Lumber Company. Theodore R. Mitchell is the new manager.

MISSOURI

RICHMOND: V. A. Sheppard, who has managed the Daniels Lumber Company here since 1919, has resigned and moved to California. The Long-Bell Lumber Company bought the company last May. New manager is Bill Pattinson, Sheppard's former assistant.

KANSAS CITY: C. Wilbur Baker was elected president of the Burgner-Bowman-Matthews Lumber Company at a recent board meeting. He succeeds the late J. Andrew Bowman, founder of the firm, who died December 12. Baker, who was executive vice-president, has been with the company 40 years.

FARLEY: A thief pried the front door open and took shotgun shells and electrical appliances valued at \$600 from the Farley Lumber Company recently.

ST. LOUIS: William Alwes, Jr., has been promoted from secretary to president of the Prendergast Lumber Company. He succeeds the late Francis W. Prendergast, who also was treasurer. Prendergast's widow was elected secretary-treasurer.

LOUISIANA

NATCHITOCHES: In honor of its sixth anniversary, the Howard Lumber Company entertained guests at "open house" Friday and Saturday, February 8-9. Special prices were put on merchandise, and gifts and refreshments were handed to visitors of all ages.

LONG BEACH: The Gulf Coast Builders Supply Company has been granted a charter of incorporation. Capital stock was authorized at \$25,000.

ALEXANDRIA: The Central Lumber Company has added F. M. Yoist, Jr., to its staff as head of the wallpaper and paint department. He has

had 11 years' experience in this field. . . . Joe S. Bellino has opened a firm here that bears his name. He stocks hardware, electrical appliances, sporting goods, and building materials.

NATCHEZ: The Natchez Lumber and Supply Company has been selected as approved applicators in Adams county and Concordia parish for acoustical products of the Johns-Manville Sales Corporation.

SHREVEPORT: A. G. Hammett, Jr., was recently elected to the police jury in Caddo Parish. He is with the Brock-Hammett Lumber Company.

NORTH CAROLINA

GRIFFTON: Griffon Builders, Inc., has been granted a charter to deal in building materials with stock authorized at \$100,000.

CHARLOTTE: A charter has been granted to the Construction and Tile Company with capital stock authorized at \$100,000. John S. Stafford, Grover D. Boyd, Jr., and Robert J. Jones are incorporators.

WINSTON-SALEM: The Howard Company has filed articles of incorporation to deal in building materials. Stockholders include Howard J. Heinz, Mrs. Lavelle W. Heinz, and Eugene H. Phillips.

SOUTH CAROLINA

CAMDEN: Lawrence H. Jones, of the Camden Lumber Company, was elected secretary-treasurer of the local Chamber of Commerce.

KANSAS

WAKEENEY: L. O. Northrup, manager of the Verbeck Lumber and Supply Company for the past 27 years, has retired. Gerald W. McNerney, who has managed the Houston Lumber Company yard in Russell for eight years, has bought part interest in the Verbeck firm and has taken up managerial duties.

COTTONWOOD FALLS: H. L. Dahlberg has been elected a director of the Burgner-Bowman-Matthews Lumber Company.

GRENOLA: The Kinney Lumber and Hardware Company recently sponsored a photo contest for children up to 13 years old, to choose the photograph with the most personality and expression. A photographer took pictures in the store for the contest.

NARKA: A. C. Fencil has purchased the Narka Lumber Yard from James M. Newell. Fencil recently moved here from Loveland.

VIRGINIA

RICHMOND: Thomas L. Ruffin, president of Ruffin and Payne, Inc., recently announced that Ralph M. Willinson has been made manager of the millwork department. His new assistant is George Y. Taylor.

RUBEROID REPORTER

NEWS OF INTEREST TO DEALERS • PUBLISHED BY The RUBEROID Co., 500 FIFTH AVE., NEW YORK 18, N. Y. • NO. 2

STONEWALL BOARD SCORES NEW SUCCESS AS DEALERS CASH IN ON SCORE & SNAP METHOD

*Versatile, easy-to-use
asbestos-cement board out-
performs other materials*

There's real profit news for dealers in the success Ruberoid Stonewall Board has been scoring. There's no wonder its popularity has been growing. Wherever the convincing "score and snap" method has been demonstrated, sales have been sensational.

Here's the way it's done. Just score Stonewall with a Stonewall cutter or other sharp tool along a straight edge. Then snap it off. Stonewall breaks clean and true. It's surprising how fast and simple it is. From there, it's easy to convince customers how they can save valuable time and money. There are literally hundreds of jobs where this method is ideal — such as blocking fireplaces, making fire barriers, re-siding barns, building factory partitions, etc.

Why Stonewall Tops 'em All!

Stonewall asbestos-cement board is fireproof, rot-proof, rat-proof, termite-proof, strong, rigid, yet bendable. The big gray 4 x 8 ft. sheets provide their own weather protection... never need paint. In spite of its rock-like durability, Stonewall is easy-to-work... takes nails and screws readily.

When it comes to durability, serviceability, workability and economy, Stonewall stacks up against any other material. Farmers and industrial buyers who have seen and used Stonewall come back for more... and MORE!

In Dependable Supply

While the market for new Stonewall uses is unlimited, the supply is plentiful. Where scarcities develop in other materials and where Stonewall is used and found superior, you can keep your sales volume and profits up with Stonewall.

How One Dealer Did It

One dealer built a Stonewall sales success on the simple expedient of displaying a sheet of Stonewall Board, with its virtues lettered on it. Now one sheet of Stonewall in each shipment can be imprinted for your display use.



No need to saw Stonewall Board. Try this faster way. Just score it and SNAP it off. It breaks clean. Takes nails and screws readily, too. This method is easy to demonstrate and the best sales-getter you can use.

A Message to Your Prospects

Ruberoid tells the Stonewall story to more than 3 million reader prospects in *Time*, *Farm Journal*, *Progressive Farmer*, and other farm and trade magazines. Ask your Ruberoid salesman for *ad mats* to tie in with this program.

Sales Ammunition

You have a selection of helpful Stonewall literature — folders with space for your imprint, booklets on industrial uses, fabricating and handling methods, etc. Get samples from your Ruberoid salesman.

Farm Building Plans

Ruberoid offers a wide selection of farm building plans, with bills of materials to make it easier for farmers to build with Stonewall. To build business, display them in your store as a customer-relations service.



Storing and Handling Tips

Ruberoid Stonewall Board is easy to handle, but it's easier to sell if its edges are protected and appearance preserved by piling flat with no chips or debris between sheets. Turn the top sheet of the pile, with the finished side down.



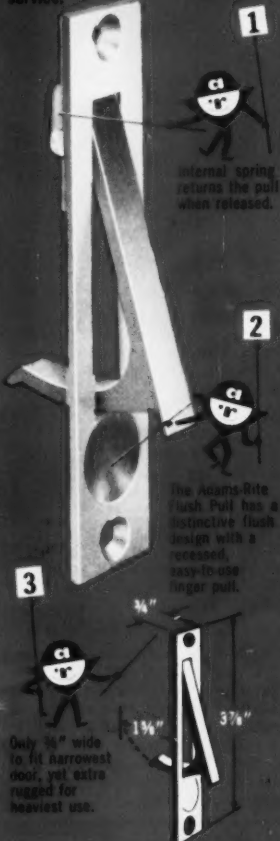
The Original — Is Still The Best

Since 1886, Ruberoid has pioneered in the development of asphalt and asbestos products. For years Ruberoid has — in advertising to millions of readers and in product performance — made its name synonymous with the highest in quality... a familiar, dependable name that means business for dealers.

Because Ruberoid Stonewall Board is versatile, easy to store, easy to handle, easy to sell... you can sell its unique benefits, *instead of price*. Call your Ruberoid salesman *now* for a "score and snap" demonstration and dealer aids to help you cash in on Stonewall's growing popularity.

This
**ADAMS-RITE
EDGE PULL**
for sliding doors
is different!

Here is an Edge-Pull—made of extruded brass—that incorporates all three features that give you the best for convenience and lasting service.



Always use Adams-Rite... and be sure. Ask your wholesaler or write the factory.

ADAMS-RITE®
MANUFACTURING COMPANY
340 W. Chevy Chase Dr. Glendale 4, Calif.

SPECIALIZED LOCKS AND BUILDERS' HARDWARE

OBITUARIES

FRANK B. WHELAN, 64, president of the Whelan Lumber Company in Topeka, Kan., died on vacation in St. Petersburg, Fla., February 11, of a heart ailment. He started his lumber business 43 years ago with his brother, the late J. B. Whelan. Besides his wife, he leaves a son and two grandchildren.

LYNCH DAVIDSON, 79, former lieutenant-governor of Texas, died January 27 at his home in Houston after a long illness. He retired from public office in 1923 to devote his whole efforts to the Lynch Davidson and Company lumber firm, of which he was president. He also organized the Southland Lumber Company and the Mardez Lumber Company, which later were consolidated into the Lynch Davidson company. Survivors are his wife, three daughters, five grandchildren, and two great-grandchildren.

CARL L. TUBBS, who had been associated with the Foster Lumber Company in Washington, Kan., for 38 years, passed away January 17. He had been a member of the Lions Club and the Methodist Church, and a member of the school board 12 years. He was president of the Washington County Fair Board and of the U. S.

Highway association. He served twice as Worshipful Master of Frontier Lodge No. 104. Surviving him are his wife, two daughters, and grandson.

JOSEPH E. STONE, 77, retired vice-president of the Stanley Works, New Britain, Conn., died February 4. One of the best-known hardware salesmen in the world, he was president of the American Hardware Manufacturers Association in 1929, and had actively served in the United States Chamber of Commerce.

CASH S. HOLMES, 56, passed away recently after a brief illness. He had managed the Ketcham Lumber Company in Muskogee, Okla., for 29 years and had been a director of the Oklahoma Lumberman's Association.

LEON D. BAILEY, for 26 years a partner in the Rogers-Bailey Supply Company in Chattanooga, Tenn., died February 10 in Canton, Miss., after a long illness. He formed the Rogers-Bailey Hardware Company in 1909 with Albert Rogers, J. C. Parks, Albert Kuss, and Robert Ramsey. He is survived by a sister. Parks is the only living partner in the firm.

JAMES C. BRICKELL, 55, vice-president and general manager of the Concrete Supply Company, died February 11 in Charlotte, N. C. He had served this company and its predecessors for 30 years. Surviving are his wife and two sons.

Builders Hardware Clubs to Receive Stanley Gifts

The Stanley Works, New Britain, Conn., presented a speaker's bell and gavel to the New England Builders Hardware Club at its January 17 meeting in Boston. This was the first of many similar presentations the Stanley manufacturing firm will make to such clubs throughout the nation.

William Davies, president of the New England club, received the gifts from Jean F. Hart, sales manager of the contract hardware department of the Stanley Works. Hart suggested that the bell be sounded three times to open all future meetings to remind members to use three hinges to a door.

Door-to-Door Selling

A caution against municipal prohibition of house-to-house selling except upon invitation by the occupant is sounded by the Chamber of Commerce of the United States. Sensible regulation is recommended instead.

A Chamber committee made a study of the situation following a

recent Supreme Court decision upholding an Alexandria, La., ordinance stopping door-to-door solicitation except upon invitation. The committee pointed to dangers in restrictive ordinances affecting selling unless needed to prevent fraud or dishonesty.

Prohibition of selling as undertaken in the Louisiana city, the committee said, might lead to other controls that would affect adversely companies which do not limit their calls to private residences.

Fights Wood Substitutes

"Wood Versus Substitutes" will be the theme of the annual convention of the National Association of Commission Lumber Salesmen at the Chase Hotel in St. Louis, Mo., April 17-19.

The business sessions on April 18 and the president's banquet are open to all branches of the lumber industry — manufacturers, wholesalers, retailers.

Reservations can be made with Secretary-Manager G. R. Gloor, at NACL's offices in the Wall Building, 3903 Olive Street, St. Louis 8, Mo.

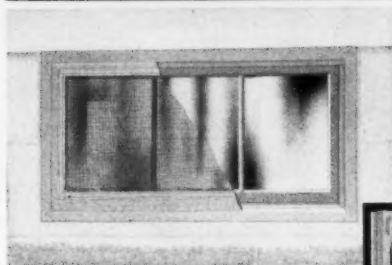
A Natural for the Room Corner

No. 960-R CORNER CHINA CASE

This delightful Corner China Case combines fine craftsmanship with master designing to achieve utility, beauty and distinction.

- Furnished 2'-11" wide, 7'-4 1/2" high—COMPLETE WITH ALL HARDWARE
- Semi-assembled, carton packed

A More-for-the-Money FAVORITE



Thrif-T BASEMENT UNIT



- Set up—completely weatherstripped—sash and screen installed—all hardware applied—READY TO PLACE IN WALL.
- Sash Glazed, screen wired, anchor stripped for secure setting in wall.
- Made to set between blocks, NO CUTTING OF BLOCKS NECESSARY.
- TREATED FOR LONG SERVICE LIFE.

Thrif-T DISAPPEARING STAIRS



- Furnished one size*—takes care of 95% of jobs.
- Easy, time-saving installation
- Generous size admits bulky furniture.
- Nothing to get out of order.
- ALL HARDWARE INCLUDED.

*Ceiling Opening 2-4 x 5-6 (for 8-0 or 9-0 ceilings)



Made of Ponderosa Pine, its exquisite contours are sharply cut and always uniform. Stool and Apron are returned and Side Stops coped to head.



SCREW-TITE MITRED JOINTS SAVE TIME

—while insuring precise, accurate and tight fit. Extra narrow mullions are another feature of this outstanding trim.

Other
Thrif-T
WOODWORK
for the
HOME

Thrif-T
WINDOW UNITS
•
Thrif-T PICTURE
WINDOW UNITS
•
Thrif-T
RIBBON UNITS

Thrif-T TWIN
KITCHEN
CASEMENT UNITS

Thrif-T
DeLUXE PICTURE
WINDOW UNITS

Thrif-T TWIN
CASEMENT UNITS
•
"4 in 1"
ENTRANCE FRAME
•
"10 in 1"
ENTRANCE FRAME

No. 1332
ATTIC LOUVRE
•
MT. VERNON
MANTEL
•
Thrif-T
WARDROBE

E-Z-UP OVERHEAD
GARAGE DOOR UNIT
•
E-Z-UP-9 OVERHEAD
GARAGE DOOR UNIT
•
Thrif-T "8 in 1"
MANTEL

Write for
NAME
of
NEAREST
JOBBER



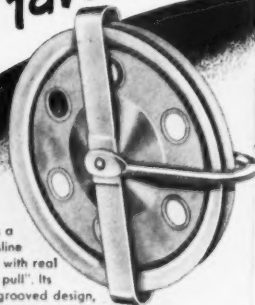
Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer

Roach & Musser Co.

PLANT and OFFICES • MUSCATINE, IOWA

QUALITY MILLWORK SINCE 1884

Clean-up
...with these
wash-day
favorites



Here's a clothesline pulley with real "sales pull". Its deep-grooved design, stainless steel axle, and Stanley quality construction assure years of trouble-free, noiseless service.

Take the "sag" out of your sales with this popular Stanley "pull-tite" line clamp... a pull on the end of line tightens it. Ideal for tightening clotheslines, tennis and volley ball nets, or vent lines using No. 8 or 10 cord.



STANLEY
Clothesline Hardware

Stock these fast-moving wash-day favorites. Remember, customers know and buy Stanley quality.

The Stanley Works, New Britain, Conn.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

HOO-HOO LOG

BEAUMONT, TEX.: The Houston Cats go to Beaumont this month to start another Hoo-Hoo club for Texas. Vicegerent Snark Sig Sigur and the degree team will stage a grand concatenation.

BOGGY SLOUGH, TEX.: Sig Sigur also has on his March schedule a concatenation for March 29. Prominent Cats from all over Texas will be here to enjoy the fun and feast.

ATLANTA, GA.: Forty men heard an explanation of the FHA Title II-Section 213 cooperative housing project now going up at Smyrna, Ga., in the Belmont Hills development at the February 18 meeting of Hoo-Hoo Club No. 1. Walton Peabody, Decatur architect and former FHA worker, described the financing and operation of the project and answered questions. Hal Drake and Don Moore told of plans to extend Hoo-Hoo clubs and membership into other Georgia cities.

MEMPHIS, TENN.: Plans for construction of a woodcraft shop at Gailor Hall, local "Boys Town," were considered at a meeting of the local Cats on February 15. Supreme Senior Hoo-Hoo Harry B. Weiss and President Grady Harrison brought the club up to date on Hoo-Hoo happenings.

MIAMI, FLA.: Club 42 was entertained by a hypnotist—City Commissioner Lessie Quig—last month. In addition to the three ready-made victims that Quig brought along, Victor Renuart offered himself as a subject to help prove Quig's powers. Vic says he was cured of a serious headache and several minor vices, which he would have preferred to keep. The Miami Cats now have underway a drive to up their membership from 80 to 100.

TAMPA, FLA.: What can modern businessmen contribute to civilization? That was the topic of a discussion led by Professor Harold Keiser at the Tampa meeting last month. This club will entertain all Florida Cats at the state concatenation to be held here during the convention of the Florida Lumber and Millwork Association in April.

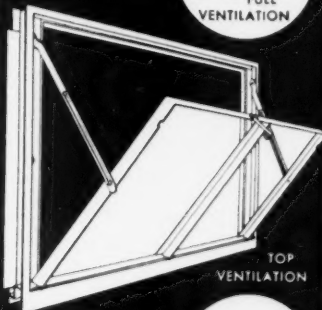
New Partition Plant

Completion of a new \$1,000,000 plant of the E. F. Hauserman Company, across the street from the company's main plant in Cuyahoga Heights, Ohio, was announced by Fred M. Hauserman, president of the movable partition firm. The one-story plant, with prefabricated stainless steel siding, contains 67,000 square feet of floor space.

**ADVANTAGES
THAT SELL**

VENTO

Steel Basement Windows



• Adjustable Ventilation

Effortless operation gives any of three openings, or removable sash.

• Weathertight Construction

Double contact with leak-proof watershed sill stops wind and rain.

• Maximum Strength and Rigidity

Sturdy 14 gauge frame, electrically welded throughout. Fins welded to jambs for easy installation in block or poured concrete walls.

Also casement, utility and barn windows, Vento steel lintels for cost-saving block construction. Write for full information.

VENTO Steel Products

CO., INC.

253 COLORADO AVE. • BUFFALO 15, N. Y.

MANUFACTURERS' REPRESENTATIVE—

Sales Link between Factory and Distributors



BOB BURTON SIMPLY "SHOWS THEM HOW"

Since World War II Robert S. (Bob) Burton has served as manufacturer's representative for several national manufacturers. Now, however, he concentrates on the combination sash balance and weatherstrip unit of one. Bob is seen at left with his son, Lee, who accompanied him to the Virginia Building Material Association's recent convention.

BOB BURTON has probably sold about as great a variety of goods as the next manufacturer's representative, but he finds the most satisfaction (and profit) in selling building supplies.

Born in Wilmington, N. C., on January 17, 1910, he dropped out of high school there to sell Thom McAn shoes for a spell.

An attack of asthma forced him to go to the mountain village of Lawndale, N. C., to complete his high-school requirements at the Piedmont Prep School.

Returning to Wilmington at the age of 21 he became a general agent for the Jefferson Life In-

"LET'S GET DOWN TO CASINGS"

for a **BETTER... more**
ECONOMICAL *plastering job*



The **QUALITY**
Precision-Made
Line for
DOOR and
WINDOW
TRIM

- Low initial cost; quickly, easily installed
- Adds spacious beauty to a room
- Sanitary, fireproof; easy to maintain
- Smooth-cutting Galvanite for perfect mitres
- Flush, air-tight union with plaster surface
- Durable; will not shrink or warp
- In $\frac{1}{2}$ ", $\frac{3}{4}$ ", $\frac{7}{8}$ " grounds; 7' and 10' lengths

CASINGS INC.

2 EAST 45th STREET, NEW YORK 17, N. Y.
PLANT: NEWMARKET, N. H.

At Building Material
Dealers or Write for
Bulletin

Insurance Company. He also wrote casualty and fire insurance for other insurers, and business was good—until the banks closed in 1933.

Then, he went to New York City and talked himself into a job as produce buyer in Carolina's truck-farming region for a New York produce wholesaler. His qualifications? He liked to eat and could tell fresh vegetables and fruits when he saw them! His produce buying took him to Florida, where he lucked into buying up all the bell peppers available just before a freeze—and almost quadrupled his investment therein.

The build-up for defense at the outbreak of World War II in '40 found Burton back in Wilmington where he readily got a job as purchasing agent for nearby Camp Davis. He stayed at this, buying maintenance supplies, until 1945. Then response to an advertisement landed him a job as manufacturer's representative for the Zegers combination weatherstripping and sash balance.

Along with this product, Burton handled builders hardware, sash and door, fireplace unit, and powered lawnmower accounts for a

couple of years. But the specialized selling and great potential market afforded by the Zegers line permitted enough sales volume for Bob to concentrate on it alone.

He travels North and South Carolina, Virginia, and east Tennessee, calling on millwork manufacturers, jobbers, and dealers. His commissions from Zegers, Inc., in six years have increased 20,000 per cent. Out of them, as a manufacturer's representative he must pay all of his travel expenses.

And he travels aplenty! He now has 50 active accounts in the area and he averages calling on them four times a year. He drives about 50,000 miles a year and trades cars every year. In 1949 he used a Kaiser-Frazer, in 1950 a Packard, and he now is driving a Hudson.

Burton stops exclusively in hotels, rather than motor courts, because he has lots of telephoning to do between the Chicago headquarters of Zegers, Inc., and his field locations, and his home. The latter is a bungalow at Carolina Beach, North Carolina.

This man spends much of his time calling on architects who are "unsold" on the Zegers unit for building jobs. The orders clear, of

course, through the local jobber or dealer.

Bob's most surprising sale was to the proprietor of an unkempt, unprogressive-looking wholesale hardware firm in North Carolina. After he had demonstrated the unit in a 15-minute call, Burton walked away with an order for 550 units. Four weeks later he received another order in the mail for 600 units. Evidently, these units were being sold one or more at a time to homebuilders and carpenters.

In 1939 while he was still in the produce-buying business and looking for some profitable items in Clinton, N. Y., Burton met and married his matrimonial match, Betty Elliott.

They have two boys, 10-year-old Lee and eight-year-old Robert S. Burton II. The Burtons used this II device, Bob explained, to get away from the disadvantages he had observed in the "junior" procedure.

Bob Burton's hobby is collecting uncancelled stamps. He started this in 1949, probably because of the impression his uncle's \$35,000 collection made on him.

Temporarily, he is serving again as manufacturer's representative for a line of door lock sets. But he vows he can "make ends more than meet" by selling his line of combination weatherstripping and and sash balances.

PC Learns of Civilian Part in Military Construction

The theme of a recent Producers Council meeting in Charlotte, N. C., centered around participation of civilian architects and engineers in the huge construction program of the Corps of Engineers. To the 147 members and guests from both North and South Carolina, Colonel C. K. Harding, South Atlantic division engineer, described the Corps' work now in progress in the Southeast.

Colonel Roland C. Brown, Wilmington, N. C., district engineer, conducted a question and answer session.

Among the prominent guests were W. E. Freeman, Jr., Greenville, president of the South Carolina AIA chapter; Ham Hicks, of Colonel Brown's staff and president of the N. C. Society of Engineers; Henry Irven Gaines, N. C. AIA chapter director, and Burton J. Bell, of Colonel Harding's staff in Atlanta, Ga.



Springtime is Penta time

Time to stock up with Penta Water Repellent Preservative in the handy pint, quart and gallon sizes.

Your customers will like it for those repair jobs around the home . . . fences, porches, doors—wherever wood must be protected from weather and insect damage. Penta helps preserve a natural finish for ranch-type homes or the wood may be painted. Either way, Penta Water Repellent Preservative makes wood last three to five times longer.

CHAPMAN

CHAPMAN CHEMICAL CO.

707 Dermen Building

Memphis 3, Tennessee

NEWS about MANUFACTURERS

NEW YORK, N. Y.: Laurence Collett Hart, vice-president for relationships of the Johns-Manville Corporation, is chairman of the building materials division of the Legal Aid Society's annual fund-raising campaign. This year's goal is \$325,000 for advising and representing citizens who can not afford an attorney.

HOUSTON, TEX.: The Hollywood Overhead Door Company has doubled its plant. This adds 7,000 square feet of factory space. The firm was started by John E. Crosland, who later hired his five brothers to help him and attained an annual sales volume of \$750,000.

ATLANTA, GA.: Paul H. Wolfe has been appointed district manager for Revere Copper and Brass, Inc. He formerly assisted R. M. Barksdale who resigned because of ill health but continues to contact customers in the Atlanta area.

ABILENE, TEX.: A new district office has been opened here to handle sales of the Lone Star Cement Corporation's Maryneal plant. Bill J. Stevens will manage the office, assisted by William A. Staton.

OKLAHOMA CITY, OKLA.: Cle-

ford N. Barber has been appointed manager of the Ceco Steel Products Corporation's re-opened office at 1225 Linwood Boulevard here. He formerly was production manager for another steel firm.

WASHINGTON, D. C.: The Stamford division of Yale and Towne Manufacturing Company has appointed Joseph S. O'Donnell as Washington sales representative. He is responsible for trade sales of Yale locks and hardware and also sales to government agencies.

NEW ORLEANS, LA.: The Clark Sanding Machine Company has made an agreement with the Rudolph Ramelli Company, exclusive distributor for Clark maintenance machines in southern Louisiana and Mississippi, to use its offices as a training center for distributors' sales managers and maintenance personnel. Marion H. Davis has been transferred from the Clark executive offices in Muskegon, Mich., to direct the training program.

HAMPTON, S. C.: The Plywood Plastics Corporation's flush door manufacturing operations will be taken over by a new plant in nearby Varnville, about May 1. President

Horace W. Phillips announced. The plant in Hampton will concentrate on making plastics for its parent firm, the Westinghouse Electric Company.

SHREVEPORT, LA.: Arthur F. Smith is now sales representative for Insulite building products in Louisiana and the Jackson, Miss., trade area.

HIGH POINT, N. C.: The Sylvania Electric Products, Inc., has bought the cabinet plant of the Blair Park Furniture Manufacturing Company here to produce cabinets for its television sets.

PITTSBURGH, PA.: Richard B. Wyatt has been named manager of the Pittsburgh district of the E. F. Hauserman Company, makers of movable partitions.

HOUSTON, TEX.: Harry M. Seaman recently retired as vice-president and general manager of the Kirby Lumber Corporation. He started his Kirby career in 1921 as land and tax commissioner. He became vice-president in 1935.

ATLANTA, GA.: F. S. Burgen now represents the Wood Conversion Company in this territory. He is responsible for sales of Balsam-Wool insulation, Nu-Wood pre-decorated interior finishes, and Tufflex siding underliner and sill sealer.

MINNEAPOLIS, MINN.: The Minnesota and Ontario Paper Com-

Your Sales and Profits

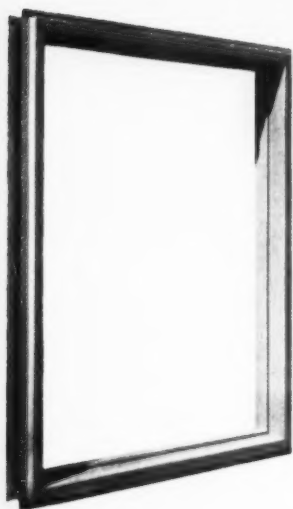
Keep Going Up!

With
"Premier"
ALUMINUM
MOULDINGS

*Write for Catalog
and Prices Today!*

METAL TRIMS, INC.

BOX 1072, YOUNGSTOWN 1, OHIO



The ONE for your Job One-der one-piece metal window frame

One-der Frames work readily with all conventional forms of construction. There is no job-site assembly, no pieces to put together, no finish carpenter labor.

Whatever your job, you will profit by using One-der Frames!

ONE-DER FRAME
Corporation

2109 Third Ave., North

Birmingham 3, Ala.



YOU SEE QUALITY



**CARPENTER BRAND
OAK FLOORING**
CARPENTER OAK FLOORING CO
Birmingham, Alabama

P. O. Box 1449

906 North 40th Street

Telephones 9-6147-48

pany added 101 employees to its 25-year Old Timers Club last year. One out of every six of its 5,000 employees has been with the company at least 25 years.

LUFKIN, TEX.: Ernest L. Kurth, local lumber manufacturing executive, is the new president of the Texas Philosophical Society.

GRAND RAPIDS, MICH.: The Haskelite Manufacturing Company here has been granted a license by the Ready Hung Door Company, Fort Worth, Tex., to manufacture Ready Hung doors. As firm presidents, Edward L. Guerrant signed the contract for Ready Hung, and George H. Redlin signed for Haskelite.

JACKSONVILLE, FLA.: The new address of the Armstrong Cork Company's Building Materials Division here is 2351 Dennis Street. The new warehouse contains 6,000 square feet of floor space. W. T. Gould is district manager. Sales representative for lumber dealer products is Allan Dunlap.

HOLLY SPRINGS, MISS.: The Holly Springs Brick and Tile Company has announced plans for construction of six new kilns, a dryer, and increased storage and loading space. The plant now turns out about 4,500 bricks a day, and production should be doubled when these improvements are completed.

KENNER, LA.: The Celcure Wood Preserving Corporation of Louisiana has established a new treating plant on property leased from the L. D. Lacour Lumber Company here.

RICHMOND, VA.: The Richmond Radiator Company, an affiliate of the Reynolds Metals Corporation, has been made a member of the Vitreous China Plumbing Fixtures Association and the Enameled Cast Iron Plumbing Fixtures Association.

SHERIDAN, ARK.: James P. (Jim) Batchelor, auditor and bookkeeper for the J. L. Williams Lumber Company for 27 years, retired February 17. He will open an office in the Hotel Posey to do part-time public accounting.

FORDYCE, ARK.: Charles B. Hagins has been promoted to plant superintendent of the Fordyce Lumber Company. He was succeeded as assistant sales manager by W. H. Burroughs, Jr.

WEST MONROE, LA.: R. W. Butler and Sons Lumber Company recently filed articles of incorporation, listing capital stock at \$30,000.

GRAND RAPIDS, MICH.: The Dexter Lock Company here, subsidiary of the National Brass Company, has been elected to membership in the Rice Leaders of the World Association. Only one manufacturer in each industry is eligible for membership and then only by invitation. Integrity, quality of product, fair dealing and service to consumers are requisites for Rice Leaders association membership.

Strictly WHOLESALE

Atlantic Steel Starts New Main Warehouse

To accommodate the increased production resulting from the firm's new electric furnace that soon will be in operation, the Atlantic Steel Company is having a new \$500,000 warehouse and office building erected at the corner of Northside Drive and 14th Street for its Warehouse Division in Atlanta, Ga.

The modern building will provide 67,200 square feet of warehouse and facilities space, and 6,700 square feet of air-conditioned office space. The Warehouse Division is operated separately from the steel mill and buys Atlantic Steel products in much the same manner as other customers, according to President Robert S. Lynch.

Sirco's Wahlstrom Knighted

Frank O. Wahlstrom, president of the Southern States Iron Roofing Company, Savannah, Ga., was honored recently by the Swedish ambassador, Erik Boheman, in the

name of King Gustav VI of Sweden.

Wahlstrom was made a knight in the Royal Order of Vasa, founded by King Gustav III in 1772 and presented for outstanding work in promotion of free enterprise, industry, agriculture, and civic work.

Wahlstrom's father also received the Order of Vasa in 1930 for outstanding military service.

Training Course Introduced at NPDA Spring Meetings

A training course for plywood distributors to conduct for their salesmen will be explained at the spring meetings of the National Plywood Distributors Association.

Four sectional meetings will be held. The Southern meeting is scheduled for March 31 at the Roosevelt Hotel in New Orleans, La.

The meetings also will offer ideas for selling prime contractors in substantial volume. Industry leaders will make a first-hand appraisal of the present flood of orders jobbers are placing with mills, and will offer interpreta-

TO MARKET ATLAS FLUSH DOORS

Fred A. Johnson, seated on right, is congratulated on his appointment as a consultant to the flush door division of the Atlas Plywood Corporation, Boston, Mass. The Johnson Hardwood Door Company, Chicago firm of which Johnson is president, is distributor for Atlas doors. Frank W. Harney, vice-president of Atlas, sits at left. Standing are John D. Monson, Atlas door division sales manager, and Thomas W. Dunn, of Plywood, Inc., Detroit.



You're Sure
with
PRESTILE
DE LUXE TILEBOARD

SURE OF PROFITS!

Prestile provides you with a complete line. And Prestile is priced right, too... right for your customers—right for you!

SURE OF QUALITY!

Prestile's beauty is baked in. It's tough, durable, non-chipping—lasting beauty that creates satisfied customers.

SURE OF SERVICE!

Complete stocks and prompt delivery enable you to fill Prestile orders in every size, pattern and color.

*From every standpoint,
it pays to push Prestile!*



PRESTILE
"De Luxe Tileboard of Lasting Beauty"

Write

Clip this handy memo to your letterhead and mail today!

Prestile Mfg. Co. • 5850 Ogden Ave. • Chicago 50

We are interested in:

☐ Prestile De Luxe Tileboard

☐ Prestile Aluminum Mouldings

Please send literature and samples.

Your Name.....

tions of Federal legislation related to lumber dealers.

A survey will show what items are moving slowly with distributors so that attending members can make comparisons with their own business.

Strictly WHOLESALE

BIRMINGHAM, ALA.: To wholesale a full line of West Coast lumber, Canadian spruce, and Mexican, Southwestern, and Southern pine, E. B. Evans has opened the Evans Lumber Company in the Title Guarantee Building here after 20 years of service with the Standard Lumber Company.

CHARLOTTE, N. C.: Folsom C. Proctor has been advanced from office manager to vice-president of the Miller Millwork Corporation here. Other officers of this firm that wholesales building supplies and millwork are President Marvin L. Miller and Secretary Frank W. Orr.

EL PASO, TEX.: E. H. Krohn and Company, 113 East Overland Street, have been appointed distributors of all Tracy kitchen sinks and cabinets and accessories in this Texas area, New Mexico, and Arizona, according

to B. T. Roe, sales vice-president of the Tracy division of the Edgewater Steel Company, Pittsburgh, Pa.

MIAMI, FLA.: The Atlas Flooring Company has bought the Walton Flooring Company, one of Miami's oldest and biggest such plants, for "about \$250,000." Harold Eis, Atlas president, said his firm would continue the business as before. H. C. Hammerstrom, who operated the Walton plant with his son, H. W. Hammerstrom, is retiring from active business. His son is now distributor for Reiss Associates, makers of laminated plastic sheets.

DALLAS, TEX.: The Westinghouse Electric Corporation has opened a new sales office and warehouse building at 12900 Harry Hines Boulevard. This new branch will speed delivery of light bulbs in Texas and nearby states.

MANHATTAN, KAN.: W. M. (Will) Rogers, manager of the Hardman Lumber Company, has come from the home yard at Osborne to manage the company's new wholesale warehouse here. With a full basement and two decks, the timber-trussed building has 36,000 square feet of floor space and will accommodate 100 carloads of materials.

LOUISVILLE, KY.: The Western Lumber and Supply Company, Inc., has been granted a charter of incorporation with \$125,000 capital stock. Lester W. Inman, T. E. Smith, and Marion S. Allen are the incorporators.

600 Dealer Personnel Attend Fischer Meet

Nearly 600 dealers, their employees, and wives from western Tennessee, northern Alabama and Mississippi, Arkansas, western Kentucky, and southeastern Missouri attended the third annual Mid-South building material convention in Memphis as guests of the Fischer Lime and Cement Company.

W. N. Fry, Jr., president of the wholesale firm, announced that Fischer was starting construction on a new \$500,000 warehouse in Jackson, Miss., as the second step in its expansion program. He explained that the first branch warehouse had opened in Paducah, Ky., last year. It is said that the firm also has under consideration other new branches in Alabama and Arkansas.

W. F. McGee, Sr., Fischer vice-president, told the dealers how to buy profitably. He said that "profitable buying is buying a product you can sell at a profit." He urged his listeners to pay more attention to quality rather than to price, and told them to sell any kind of building supplies customers seek.

Territory Sales Manager Johnny Humphreys dissected the big market for repairs, remodeling, and redecorating, and told the dealers how Fischer serves them from complete stocks and a dependable highway truck system.

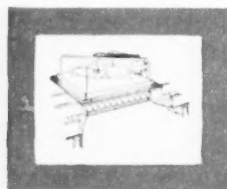
Twenty-two of the manufacturers whose building products Fischer distributes had manned displays at the King Cotton Hotel.

Outside speakers included Jack Parshall, *Building Supply News* editor, on "How Not to Sell"; Harry L. Judd, Jr., U. S. Gypsum Company's general credit manager, on "Alert Your Business"; Kenneth D. Lozier, advertising and sales promotion director of the St. Regis Sales Corporation, on "Good and Bad Sales Efforts"; and Elmer Wheeler, author and lecturer on salesmanship, on "Back to Selling the 'Sizzle'."

Parshall showed picture slides of good and bad store displays and arrangements.

Judd explained an effective Credit Control system. (See page 34.)

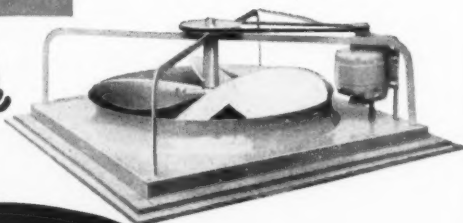
Lozier asserted that "the dealer's whole method of doing business; his security in staying in business,



in attic ventilation the right way is

WIND-WAY

RanchHouse
Package Fan



SALES-PROVED

because

Designed to fit any type building easily, so that time, effort and installation costs are cut down to a minimum. WIND-WAY sets on the floor of the attic or trim of the well hole, is NEVER fastened in any way, yet moves MORE AIR quietly with absolutely NO NOISE or vibration. WIND-WAY sells "on sight" to people who recognize it as a simple, foolproof, superior fan.

WIND-WAY

FAN AND VENTILATOR CO.,
531 St. Joseph St., New Orleans 12, La.

Write for descriptive
bulletin No. 9150



and his protection against steadily increasing governmental regulations, depend upon a wider and more diversified line of products to sell."

Wheeler demonstrated how and why "selling is a trick—but not trickery."

Joachim, assistant to the president of Fischer, presided over all sessions and introduced the wholesale firm's new Dealer Bonus Plan No. 2. For buying certain specialties and slow-moving items from Fischer, dealers are given bonus points which add up to enough for valuable merchandise prizes each year.

The "Wheel of Fun" provided a new way to distribute door prizes at the Mid-South building material dealer convention February 7-8. After each of six business sessions the wheel was turned by Chairman Carroll L. Joachim, at right of wheel, who called up the representative of the exhibiting firm on whose name the pointer stopped. Then a registration card was drawn from that exhibitor's attendance jar and if the person was in the meeting he received the valuable merchandise prize. John F. Humphreys, territory sales manager for Fischer, is at left of wheel flanked by "a winner."

A highlight of the Fischer convention was a sight-seeing tour of Memphis and the Mississippi and inspection visits to Fischer's main warehouse, steel, concrete block, and concrete mixing plants in special buses. Above, dealers and their wives watch window glazing efficiency.

Below, the crowd takes a look-see through Fischer's modern materials display room, which was pictured in detail in *SOUTHERN BUILDING SUPPLIES* last September. This firm is known as "The Largest South" in the building material business because of its distribution of supplies since 1906. It represents over 220 manufacturers and handles over 10,000 different items for selection.



The sight-seeing and inspection tour ended up at the 19th Century Club where Fischer entertained over 600 people at a realistic "Western Party." Everyone was given a straw "brombero" and a red bandana, then served refreshments and barbecued chicken and spareribs. Fischer's assistant wholesale sales manager, Jack Richmond, took over as emcee and presented a two-hour hillbilly show featuring Slim Rhodes and his WMCT television gang.



WHOLESALE! Send news of your personnel and customers to *S+B'S*. This is the merchandising magazine for you!

WEL-BILT FOLD-A-WAY STAIRWAY



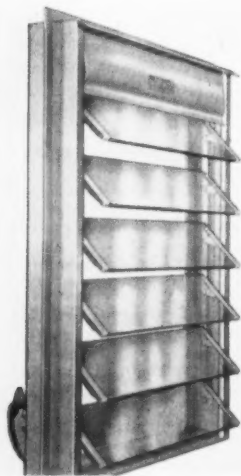
SOLD BY LEADING DISTRIBUTORS FROM COAST TO COAST

Manufactured by
THE WEL-BILT PRODUCTS COMPANY

P. O. Box #95
Memphis, Tennessee

PRODUCT PARADE

51—Aluminum Jalousies



The Union Aluminum Company, Inc., Sheffield, Ala., has announced a complete package plan for selling its Ualco Lifetime aluminum jalousies. Dealers are offered attractive displays and sales kits, with suggestions for taking advantage of the remodeling market.

Ualco jalousies are said not to rust, rot, warp, crack, chip, or peel. They are unaffected by salt water vapor and thus are ideal for resort homes.

Glazing is offered in crystal, obscure, plate, heat-absorbing, colored

glass or combinations of these installations.

The jalousies are made up to 10½ feet high and up to 37 inches wide. Several jalousies can be combined for wider picture windows. In addition to offering privacy when wanted, they add a safety feature by preventing the falls of children and discouraging trespassing.

52—Plastic Bath Fixtures

Jayson Products, Inc., Los Angeles, Calif., has introduced a new line of matched plastic bathroom fixtures, including all accessories from recessed tissue holders to robe hooks.

Called Plastine, the new line is colored to match any bathroom color scheme. The color is in the plastic so that the streamlined fixtures can not become dingy. They are easily cleaned and eliminate the need for polishing fixtures.

53—Panel Tension Screens

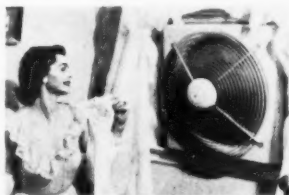
The New York Wire Cloth Company, 63 Park Street, New Canaan, Conn., now makes Durall tension screens to fit panel window systems.

Like other Durall screens, these have aluminum bars at the top and bottom to hold the aluminum screen



tight. They are installed in a few minutes.

The removable screen fits inside so that it does not interfere with interior curtains or with opening the window.



54—Reversible Window Fan

The Hunter Fan and Ventilating Company, 400 South Front Street, Memphis 2, Tenn., has introduced a new window fan in a smart cabinet with a spiral grille.

The fan is electrically reversible to pull cool air into the room as an intake fan and to draw out hot, stale air as an exhaust fan. It has high and low speeds to regulate air velocity.

The 18-inch size delivers 2,500 CFM. The 22-inch size supplies 3,400 CFM.

The cabinet, finished in light ivory, is adjustable to fit any standard window. It can be installed in a few minutes with a screwdriver. Free literature contains complete specifications.

55—Wallboard Tape

Ta-per-Tape is a new wallboard joint tape made by the Marvin Cor-

For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

- | | | | | |
|------|------|------|------|------|
| 51 | 52 | 53 | 54 | 55 |
| 56 | 57 | 58 | 59 | 60 |
| 61 | 62 | 63 | 64 | 65 |
| 66 | 67 | 68 | | |
| S-31 | S-32 | S-33 | S-34 | S-35 |
| S-36 | S-37 | S-38 | S-39 | S-40 |
| S-41 | S-42 | S-43 | S-44 | S-45 |
| S-46 | S-47 | S-48 | S-49 | S-50 |
| S-51 | S-52 | S-53 | S-54 | S-55 |
| S-56 | S-57 | S-58 | S-59 | |

Clip this coupon and mail it today to:

SOUTHERN BUILDING SUPPLIES,

806 Peachtree St., N. E.

Atlanta 5, Ga.

NAME _____

POSITION _____

FIRM _____

MAIL ADDRESS _____

poration, Box 219, West Hartford, Conn.

This 1½-inch-wide tape has been used to seal joints of tapered edge wallboards successfully in Canada for 13 years.

Ta-per-Tape has a hemp fiber content of about 50 per cent. It offers high resistance to stretching and softening when wet. An all-over sanded finish is said to increase bonding qualities and assure a firmer joint. Free samples are available.

56—Interior Latex Paint



The Seiditz Paint and Varnish Company, P. O. Box 37, Kansas City 10, Mo., recently introduced a new latex-base paint for interior walls, called Satin Tone.

This new paint is said to leave no brush marks. It is washable with soap and water. Colors can be quickly and accurately mixed to provide wide color selection with small inventory.

An attractive dealer display has been designed in the form of a Satin Tone "color bar" to catch the eye of customers.

57—Garage Door with Door

The Howell Manufacturing Company, Cottman Street at Hasbrook, Philadelphia 11, Pa., announces the new improved wicket or pass door on all How-ell-door sectional Up-sweep commercial garage doors. The new pass door is said to be so strong that it will withstand the weight of a 200-pound man swinging on it and not sag.

The makers now bolt the wicket door sections to the parent door sec-

tions with 12-gauge steel piano hinge, with complete attachment from top to bottom of the wicket door.

This hinge is cut to size and bolted through bolts on both parent and wicket doors to insure a durable, perfect fit. Commercial garage doors so equipped are excellent for all uses where both types of exits are needed economically.

58—Bordered Wall Covering

Mannington Mills, Salem, N. J., announces Man-o-Tile, a new plastic-surfaced wall covering. It has the appearance of tile and comes with a border design like the cap and feature strip design used in tile application.

Man-o-Tile is sold in rolls. It is 54 inches wide, including border. If less height is desired, the side without a border can be trimmed. Retail price is about 49 cents a lineal foot.

Dealers are offered a 9x12-inch sample and literature on request.

59—Paint-Plaster

Plastra-Tone, a new combination plaster and paint, is an economical finish for "problem walls" as well as new construction walls. Made by the Superior Paint and Varnish Corporation, 1014 North Industrial Boulevard, Dallas, Tex., it has a rubberized alkyd resin base that makes it extremely flexible, yet tough.

No sealer or undercoat is needed for Plastra-Tone, which is brushed or rolled on, and then combed or sponged for different texture designs. It can be applied over dry wallboard, new and old cracked plaster, wallpaper, and other types of composition or wood surfaces.

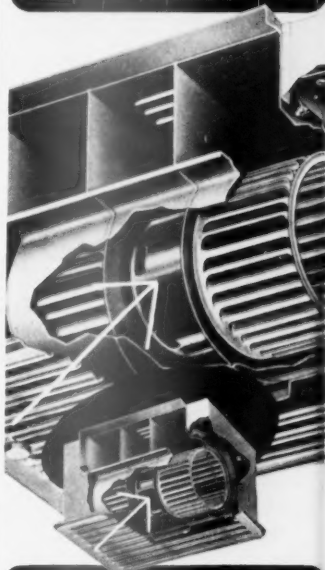
The colors are said to be fadeproof and the white is non-yellowing. When repainting is desired, standard paints can be used over Plastra-Tone.

60—Sliding Doors

The National Door Company, Michigan Avenue Off Route 29, Kenilworth, N. J., has introduced a new line of sliding doors called SLI-D-O-O-R. They are designed for use in closets, wardrobes, and as

The Best IN KITCHEN VENTILATION

EXCLUSIVE IN
TRADE-WIND
VENTILATORS



ISOLATED MOTOR
Keeps clean • lasts longer

Look at the location of the motor in every **TRADE-WIND** Ventilator—in a separate, isolated compartment. This extra construction is another exclusive **TRADE-WIND** advantage. The motor is completely protected from the hot, greasy air. No dust or steam or grease are blasted at the motor. It always stays clean and cool in its own compartment—needs less frequent oiling—lasts years longer. You can count on **TRADE-WIND** for quality performance.

The only ventilator that gives you

- Centrifugal Blowers
- Isolated Motor
- Dripless Grille
- Easier Installation
- Interchangeable Horizontal and Vertical Discharge
- Five-year Guarantee

PRICE OFFERS AN INDUCEMENT
BUT QUALITY OFFERS A REASON
TRADE-WIND MOTORFANS, INC.
LOS ANGELES, CALIF.

See Your Nearest Representative
H. C. Biglin Co., Inc., 177 Harris St., N.W.,
Atlanta 3, Ga.
Arthur S. Jones, 306 Canterbury Hill, San Antonio
2, Texas (Bexar County only)
L. R. Ward Co., 2711 Commerce St., Dallas 1, and
1814 Texas Ave., Houston 3

Member
S.P.I.B.

SOUTHERN PINE LUMBER

WORD BRAND OAK FLOORING — **WORD BRAND**

Siding
Finish
Ad Dimensions
KD Pine Flooring
YELLOW POPLAR

Member
N. H. L. A. RED CEDAR CLOSET LINING

W. J. WORD LUMBER CO.

Phone 327 — SCOTTSBORO — ALABAMA

You Sell More

Room for Living!

when you sell
EZ-WAY
FOLDING STAIRWAYS

Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the practical way to convert waste space into attractive dens, playrooms, bedrooms and stairways—the perfect answer to more room for living! EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

WRITE FOR NAME OF NEAREST DISTRIBUTOR!

EZ-WAY SALES, Inc.

BOX 100, DEPT. 5 ST. PAUL, MINN. 55104

ABC
BUDGET PLAN

Your best sales tool—the ABC finance plan. Ask us today.

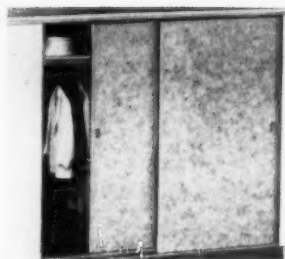
BRANCH OFFICES
BALTIMORE
BIRMINGHAM
BOSTON
BUFFALO
CHARLOTTE
CHICAGO
CINCINNATI
CLEVELAND
COLUMBUS
DALLAS
DAVENPORT
DENVER
DES MOINES
DETROIT
HOUSTON
INDIANAPOLIS
KANSAS CITY
LOS ANGELES
MIAMI
MILWAUKEE
MINNEAPOLIS
NEW ORLEANS
NEWARK
OKLAHOMA CITY
OMAHA
PHILADELPHIA
PHOENIX
PITTSBURGH
PORTLAND
ST. LOUIS
SALT LAKE CITY
SAN FRANCISCO
SEATTLE
SOUTH BEND
TAMPA
TOLEDO

Put teeth in your selling by quoting small monthly payments, and close the deal on the spot. Small monthly payments will sell a lot of modernization, the easy-pay way... the ABC way—and you don't tie up working capital.

ALLIED BUILDING CREDITS INC.

Property Improvement and Modernization Financing Specialists

General Office: Box 3428 Terminal Annex, Los Angeles 34



non-load-bearing partitions to divide rooms.

They are made of Novoply, a new plywood that is guaranteed not to warp. The surface takes paint or varnish easily.

Adjustable slide guides help the doors fit various widths. Jamb is grooved to receive the doors, covering any discrepancy in plumb line.

61—All-Purpose Glue

Pliobond, a glue made by Good-year and distributed by W. J. Ruscoe Company, P. O. Box 8016, Akron, Ohio, is now available in tubes that retail for 35 cents.

Pliobond is said to "bond anything to anything." It permanently joins metals, china, ceramics, plastics, plastic and photographic films, glass, vulcanized rubber, paper, fabrics, concrete, wood, plaster board, and wall tile—to themselves and to each other.

It stays flexible permanently and is highly resistant to oil, gasoline, water, and chemicals.

62—Packaged Roller Door

The Hasko Nova roller door, made by the Haskelite Manufacturing Corporation, Grand Rapids, Mich., comes in a package ready for installation.

The package contains two revolving roller guides that operate in an accurately-machined head track to do away with a noisy overhead track. Two vulcanized rubber rollers run along the finished floor and support the weight of the doors. All hardware is already installed.

The doors are light, hollow-core, and warp-resistant. Two styles and standard widths are offered to fit any normal passageway. Special sizes are available on order.

63—Electric Chain Saw

The Mall Tool Company, 7725 South Chicago, Chicago 19, Ill., has developed a new type electric hand chain saw for cutting structural timbers too large for circular power saws.

This model 11E18 "Smooth-Cut" chain saw has a thin chain guide and a narrow, special-toothed chain to produce smooth and precise finish cuts for jointing beams and architectural supports of all kinds.

The saw can operate off a portable generator and can be run over 200

feet from its power source with extension cords.

Models are made for 115- or 230-volt AC-DC current.

64—Small Plywood Panels

Manufacturer members of the Douglas Fir Plywood Association, Tacoma 2, Wash., will soon offer Handy Panels, small plywood panels in standard sizes to solve the "cut-to-measure" problems some dealers face.

These stock sizes will be 2 by 4 feet and smaller. The panels are made in both exterior and interior types, with one or both sides sound.

Display racks will be offered dealers through their regular source of Douglas fir plywood.

65—Decorative Doors



The V. M. C. Decorator interior door, offered by R. O. W. Distributors, Rocky Mount, Va., has three panels that can take complementary colors to make the door a decorative part of the room.

These panels frequently are outlined by a third color or shade of the original color. They may be covered with the wallpaper to match the wall. A free folder contains many color scheme suggestions.

These Decorator doors can be combined to make double doors. They are available in all standard sizes.

66—Overhead Garage Door

To blend with the trend toward long, low house lines, the Frantz Manufacturing Company, Sterling, Ill., has designed an overhead garage door with horizontal paneling.

This 24-panel No. 10 garage door fits standard openings 8 feet wide by 7 feet high. It is equipped with hardware and chrome handle with brass cylinder lock. It is toxic-treated to prevent rot. Full-length angle braces prevent door warping or sagging.

Derail-proof steel ball-bearing wheels carry the door up automatically along a steel track. Power springs, adjustable for perfect bal-



ance, are heat-treated and oil-tempered for long wear.

The No. 10 door is made in two styles: with 24 solid-wood panels or with four glass panels located in the second row from top.

67—Masonry Paints

The Goodyear Tire and Rubber Company, Akron, Ohio, has developed a new synthetic, Pliolite S-5, for use in making stucco and masonry paints.

Paints made with this new rubber-like synthetic have resisted alkali even in new, raw stucco. Practically non-staining, they are used also on

concrete block, poured concrete, and similar masonry materials.

Surfaces of masonry walls coated with paints containing Pliolite S-5 are said to remain white and attractive up to the time for repainting, so repainting is easy. Goodyear reports that even in hot, moist climates Pliolite S-5 will not support fungus or mildew.

Manufacturers using the new synthetic will have their paints on the market for most consumers by spring. They offer several pastel as well as deep colors and white.

68—Wardrobe Doors

The Barber-Colman Company, Rockford, Ill., announces the Barcol WARDROBEDoor, a vertical-opening door that leaves the entire closet open.

Required wardrobe depth is reduced to 24 inches. The doors are made in widths of 10, 12, and 15 feet. The standard finish is unpainted fir veneer.

For low headroom requirements, the door is made in two sections that move together and reach the open position at the same time. It is counterbalanced and mounted on ball-bearing rollers.

For use in classrooms, the doors can be equipped with chalkboard, cork bulletin board, or a combination of these.

PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 86

S-31. A novel new weatherstripping display for Inner-Seal weatherstripping is attracting much customer attention. It is called the "Jump Test." A strip of Inner-Seal is attached to the top of the carton display with an invitation to "snap it." When both ends of the strip are pressed together and released, it springs back into shape.

S-32. Roxdale stainless steel molding is now made in 4-foot lengths. Thirty lengths are packed in each carton. The molding is used with

Roxbord prefinished wall panels.

S-33. Armstrong's Temlok insulating sheathing is now shipped with the dealer's name, street address, and telephone number, or his name, city, and state printed on each sheet. The contractor's name also can be printed on the sheathing. Imprinting at no extra cost is limited to orders of at least 30,000 units of 2- or 4-foot widths of Temlok.

S-34. Red Mule hand cleaner leaves soiled hands clean and soft, and can be used as often as necessary. Nu-

Metal Molding

FOR ASBESTOS & ASPHALT SIDING



ZINC ROOF
VALLEY ROLLS

10' X 100 FEET ROLLS
14' X 100 FEET ROLLS
19' X 100 FEET ROLLS

HIGHEST
QUALITY
PROMPT
DELIVERY

Write for Samples . . .

H.K. PIPER MFG. CO.

ROBINSON, ILL.

CONTRACTORS!

Here is the Greatest
BARGAIN
EVER OFFERED IN
TOP QUALITY BUILDERS
Exhaust Fans

Shovelair®

"BUILDERS SPECIAL"
EXHAUST FANS

Here is a fan you will be proud to install. Features found in the highest priced fans—rugged strength in steel tubular frame. Vertical models mounted in SKF Bearings, horizontal models with diamond-bored sleeve bearings—made in 3 sizes and powered with 1/3 H.P. Westinghouse or GE Motor. Positively the lowest priced fan of this quality found anywhere. Write for details today.

**VERTICAL
DISCHARGE**
30" 36" 42"
blade size

Mod. 30-RV4V

\$53.25

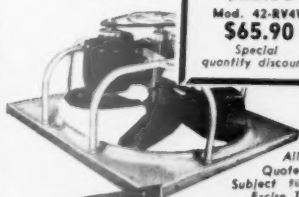
Mod. 36-RV4V

\$58.38

Mod. 42-RV4V

\$65.90

Special
quantity discounts



All Prices
Quoted Are
Subject To 10%
Excise Tax



Mod. 30-RV4

\$45.90

Mod. 36-RV4

\$51.02

Mod. 42-RV4

\$58.52

Spec. quantity disc.

HORIZONTAL DISCHARGE
With 30", 36", 42" blade size

- G.E. or Westinghouse Motors
- Only 17" Clearance Required
- SKF Ball Bearings • Extra High CFM
- Easy to Install



DEALERS:

Write for new C & H catalogue showing complete Shovelair line for 1952 and name of nearest distributor.

C & H

**AIR CONDITIONING
FAN COMPANY, INC.**

1595 DeKalb Avenue, N.E.
ATLANTA • GEORGIA

Way wax, another Macklanburg-Duncan product, is a silicone-base liquid that cleans and polishes porcelain, woodwork, walls, furniture. It also is said to remove rubber-heel marks from floors and linoleum.

S-35. Olsonite models 5 and 10, two popular toilet seals for commercial installations, are now made with self-sustaining hinges at no extra cost. The friction-type hinges keep the seat at any desired angle from raised to lowered position.

S-36. A new Goodyear air filter for forced-draft hot-air furnaces and air-conditioning systems is said to catch pollen and the most minute solids of cigarette smoke. It's a self-charging electrostatic unit that takes advantage of the dielectric properties of certain plastic films, resins, and waxes.

S-37. Electrical service fittings for use with the Nepocut underfloor wiring systems have been revised. These heavy-gage steel fittings provide for exterior locking. They come in vertical and horizontal positioned housings.

S-38. Smooth-On No. 15 is a new masonry paint for interior or exterior concrete, cement block, brick, or stone. It requires no primer or sealer, and may be applied to damp or dry surfaces.

S-39. Lauxite UF-71 is a new resin adhesive designed to meet requirements for many different gluing jobs. It comes in urea powder form for mixing to meet exact specifications.

S-40. The Brik-Toter, a portable masonry materials conveyor, can now be equipped with a bulk materials attachment to move sand, gravel, and other materials. The hopper and side guards are installed in 90 seconds.

S-41. A rotary corner wall cabinet has been added to the Youngstown line of kitchen cabinets. It has three circular shelves, 22 inches in diameter, that rotate to bring any item to the front for easy reach. The cabinet is 25 inches long and 30 inches high.

S-42. GS Safti-Mitt Handpads, style 1291, protect hands without hindering work. Made of genuine horsehide for long wear, they remain cool because of loose fit. Adjustable

tie-on string makes them fit nearly any hand.

S-43. All Strand steel overhead garage doors now have attractive horizontal-line styling. First introduced on the 9-foot door, the design was so popular it has been extended to 8x7-foot and 16x7-foot doors.

S-44. Nerva-Plast is a new cold-setting rubber cement that permits laying of rubber tile even in high-moisture areas. The new cement is said to be waterproof, weatherproof, and corrosion resistant. It adheres to concrete, wood, steel, and other materials.

S-45. The Clark gas-powered Car-loader and Clipper fork-lift trucks have a newly-designed instrument panel attached to the steering column for easy visibility. The panel includes fuel, temperature, and oil-pressure gauges; ammeter; ignition switch; horn and break-control fuses, and starter button.

S-46. Level-It, a new shatterproof level, is housed in amber plastic. Bubbles are contained in a clear acrylic material, permanently cemented in the housing. The liquid remains fluid through a wide temperature range.

S-47. Berns Air King built-in kitchen fans are mounted in ceiling or wall. One model is only 3½ inches deep, has an adjustable frame to fit between 16-inch studs or center joists. The line includes pull-chain kitchen fans. Motor and blade are removable by loosening two screws.

S-48. Puritan sash cord now comes in an octagon-shaped carton that holds the coil from which the cord is pulled for selling. A 12-inch measuring mark is printed on the carton for small sales.

S-49. The Glomaster infra-red recessed wall heater has a heating element said not to burn out, corrode, or be affected by splashed water. The element is non-metallic and will not transmit shock. Wire grille remains at a safe temperature and won't burn skin if touched. The unit is 3¾ inches deep.

S-50. The Riviera, a new addition to the Crawford Marvel-Lift residential garage door line, has five narrow sections within the door

PRODUCTS IN BRIEF

Return coupon on page 86

height instead of the usual four. The long horizontal panels blend well with low, ranch-type architectural styles. A complete range of treated sizes for single and double garage openings is available.

S-51. The Saxton clamp is a new unit that combines the best features and strength of the standard drop forged "C" clamp and a toolmaker's parallel clamp. A torque-converting ball-bearing trunion prevents distorting, twisting, and vibration.

S-52. A new grinding wheel mount for portable tool wheels and tool and cutter wheels dampens vibrations and eliminates need of changing the wheel to obtain a smoother finish. This Chicago Wheel mount increases the life of the wheel and reduces operator fatigue.

S-53. The Westinghouse tank-type vacuum cleaner can now be equipped with a polisher, attached to the exhaust end of the tank. The stream of air turns a turbine-like mechanism. Easy to polish or scrub near walls and corners. Rubber bumpers protect furniture. Superfine buffer is made of lamb's wool.

S-54. American Kitchens No. 669 white Air Dry enamel now comes in a self-spraying container for quick, expert touch-up jobs where the finish on appliances has been chipped or scuffed. Pressing a button on the top of the can releases a fine white spray.

S-55. Conveyor belts are changed or repaired in short time with the new Far-Pul Stretcher, which puts the belt back together with rigid tautness. Both ends of the belt are gripped between two bolted plates and connected with two jacks on an adjustable bar, one on each side of the belt. One man can pump the jacks to bring the loose ends together. Tool comes in sizes to fit belt widths from 8 to 36 inches.

S-56. The Damp-Vent Cornice Ventilator, a cast aluminum attic breather, permits equal air circulation in the attic space to reduce moist air and heat loss. Installed by drilling a 2-inch hole and pressing the unit into it, the tapered body assures tight fit.

S-57. The Scharf Protractor Level is a new unbreakable level made of extruded magnesium with a built-in protractor. Turning a dial gives the angle or drop per foot needed. It permits quick setting of ¼-inch-per-foot drop. The new level is made in seven sizes, from 24 to 72 inches. Vial units are replaceable.

S-58. The Silver-dot lighting unit is recessed in the ceiling for flush lighting. It provides pin-point lighting through a controlled light beam. The 100-watt A-21 silvered-bowl lamp has an output equaling that of a 150-watt reflector or projector lamp.

BEAUTY AND QUALITY THAT ENDURE WITH SALES PROFITS FOR YOU!

Beautify your home INSTALL YOURSELF

- ADJUSTABLE or UNIVERSAL CUT-OFF
- DURABLE yet lightweight
- DRILLED ready for use

SEE OUR
SELECTION OF
SCREEN DOOR
GRILLES

Exclusive with HUNTINGTON MATCHING SETS including

- BRACKETS • COLUMNS • VALANCES
- RAILINGS

WRITE FOR CATALOG AND PRICES

HUNTINGTON INDUSTRIES, 2368 Prospect St., Memphis, Tenn.

LEIGH BUILDING PRODUCTS

— will give added convenience, beauty and saleability to your homes.

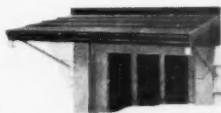


The Leigh Line is a complete line of metal building necessities that have received universal acceptance from home owners and builders. Each unit is built to fill a definite need in a more attractive and efficient manner.

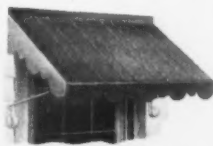
Use Leigh Products on your new homes or remodeling jobs. You'll find they add that extra touch that closes the sale.



SHUTTERS



DOOR CANOPIES



WINDOW AWNINGS



MAIL BOXES



CLOTHES CHUTE DOORS



PACKAGE RECEIVERS



RECESSED SHOE RACKS



BUILT-IN DUST CHUTES



SWING-AWAY GARBAGE CONTAINERS



SCREEN DOOR GRILLES



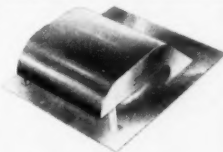
FLOWER BOXES



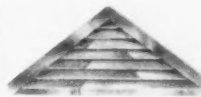
BUILT-IN MAIL CHUTES



ATTIC VENTILATORS



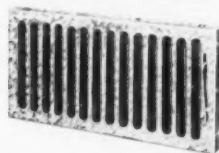
ROOF VENTILATORS



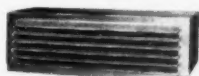
ADJUSTABLE TRIANGLE VENTS



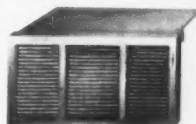
ADJUSTABLE CLOSET RODS



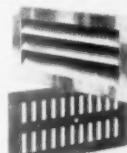
HEAVY DUTY FOUNDATION VENTS



BRICK VENTILATORS



FOUNDATION VENTILATORS



THRU-THE-WALL VENTILATORS

If you do not have a copy of the latest Leigh Catalog 52-L showing the complete Leigh Line — Write us direct for your free copy.

LEIGH BUILDING PRODUCTS DIVISION

COOPERSVILLE

AIR CONTROL PRODUCTS, INC.

MICHIGAN

SLASHES COSTS

(From page 32)

customer with a monthly statement that gives only the total amount due.

The customer retains the triplicate, and the quadruplicate is placed in a numerical file in the office for accounting purposes.

"We do not copy items from these invoices on a statement," Norman continued. "We have eliminated such unnecessary clerical work," he added. "The signed invoice is sufficient proof of the customer's receipt of the materials he is being billed for."

Accounts Receivable are maintained in a visible card index file of six slide drawers. Daily posting includes the date, amount, and ticket number. Reference to the numerical file may be made when items for a particular account are to be reviewed.

Accounts Receivable are added monthly for current and past-due balances. Past-due accounts are listed and customers called on personally by the tenth of the month.

During the four years of operation, the Gaithersburg Lumber and Supply Company has had practically no bad accounts that had to be written off.

"In supplying materials for small jobs we have put our faith in our customers and have let experience be our guide," Norman said. "The minor scattering of delinquent accounts are negligible."

New Officers for Ceco Steel

Four new vice-presidents were elected at the recent annual meeting of the Ceco Steel Products Corporation in Chicago, Illinois.

The quartet of vice-presidents includes C. Foster Brown, Jr., manager of the new aluminum window division; J. E. Grogan, general counsel; Raymond J. Anen, manufacturing; and E. T. Gustafson, Eastern districts manager.

George E. White was appointed treasurer to succeed Paul E. Newey, who retired as treasurer and controller. John E. Davenport is the new controller. William H. Ellsworth succeeded Vice-President Grogan as secretary.

ADDS NEW LINES

(From page 33)

Complete lines of plumbing and electrical supplies have been stocked and displayed.

Garden tools add to the sales potential—and volume!

Practically all merchandise is displayed on step-up islands. As one enters the store, this display and sales space extends to the left and rear, in the form of an L around the U-shaped sales counter that extends from the right wall.

The large, private office of U. N. Olver is paneled in matched-grain walnut plywood. Across the salesroom, affording a full view of the store, is the office of John Wiggins, paneled in red gum plywood.

Thus, these lumber dealers are cashing in on the merchandising of a wider variety of building materials and supplies with adequate display, advertising, inventory, and sales promotion—just as they have long done with lumber and all types plywood, as previously recorded in this magazine.



SELL Reed

**THE
QUALITY
PACKAGED
ATTIC
FAN**



From the standpoint of efficient ventilation for your customers and engineering design for ease of installation—the Reed lay-down type vertical discharge attic fan leads the field. Reed means *quality*—in construction, material, quietness, long-life and certified air delivery. Write for full details.



UNIT-FANS, Inc.

1001 St. Charles Ave.

New Orleans 8, La.

The SLIDE-A-FOLD Disappearing Attic Stairway

LOW COST—FAST SELLING

- A good, practical, economical unit sold only through building supply dealers.
- Carton packed—low freight rate.

NO NEED TO CARRY VARIOUS SIZES!

The Standard Slide-A-Fold fits all ceiling heights of 9'2" and less.

WRITE TODAY FOR FULL DEALER INFORMATION ON AMERICA'S MOST POPULAR DISAPPEARING ATTIC STAIRWAY.

CRAIG WOOD-PRODUCTS COMPANY
BRENNAN ROAD
COLUMBUS, GEORGIA

**When You Write to
Advertisers in
This Magazine
TELL THEM
You Read About It in
SOUTHERN BUILDING SUPPLIES**

*The Name
Guarantees*

HOPE'S

*What
Everybody
Wants*



A window to frame such a view as this is the wish of everyone who plans to build or buy a home.

They also want the practical advantages of HOPE'S STEEL WINDOWS... true, storm-tight fittings, and permanently smooth operation of the ventilator casements.

Hope's Residence Casements are well within the means of your customers not only because of their lower upkeep; their first cost is also competitive. Test this in your own estimating. Write for Catalog No. 102N, and prices.

HOPE'S WINDOWS, INC., Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

Build Profits By Promoting Home Sanitation

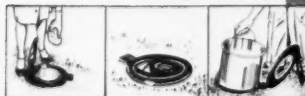
Majestic UNDERGROUND GARBAGE RECEIVER

Buries The Garbage Can Problem!

Does away with that unusable, pest-attracting corner of the yard. With a Majestic Underground Garbage Receiver, odors are locked in, pests are locked out—refuse is stored below ground level where it won't freeze, won't ferment. Your customers will like the convenience of an Underground Garbage Receiver—the toe-tip lid lift, the easy can removal, the way it can be placed near the kitchen door, saving thousands of steps while keeping the yard neat and sanitary. Outer shell is guaranteed for 10 years. Inner shell lasts four to five times as long as ordinary cans.

Write for name of your distributor!

The Majestic Co., Inc.
414-D Erie St., Huntington, Ind.



A New Look FOR AMERICA'S FAVORITE GLAZING COMPOUND



EASY
TO APPLY

write us for
FREE SAMPLES

SOON Armstrong's 33 will be coming through from your jobber in this new attractive 4-color container—designed for greater display, and easier retail selling.

ELASTIC 33 is miles ahead of putty for setting glass in BOTH wood and metal sash — new jobs or repairs. WEATHERPROOF—it won't crack or chip off in service. 1 to 10-lb cans and larger drums available.



Top Quality — GUN GRADE — Low Price

Ideal for filling cracks in any type construction. Another famous ELASTIC product made by Armstrong. Outlasts other caulking compounds many times over. Priced to net you attractive mark up. Ask your jobber about Rely-on.

**THE ARMSTRONG
COMPANY**

DETROIT 17 CHICAGO 9 DALLAS 1
RICHMOND, CAL. CHARLOTTE, N.C.



EST. 1911
HIGHEST QUALITY

SUPPLY & DEMAND

ALMOST DAILY now, both the supply and demand for building materials look brighter. True, some steel products are still in short supply, but the CMP curbs on their use help reduce "the scarcity."

The lumber manufacturers and promoters are pushing greater use of lumber and timbers in the construction of schools, commercial buildings, and other structures, to stretch supplies of metal materials and to keep the construction industry rolling without any more unemployment. Since construction is now the No. 1 "industry" of the nation, it's important that no needless brakes be applied to its on-going.

As a statement to the press from the National Lumber Manufacturers Association explains the situation, "lumber stands ready to fill both its military and civilian requirements, and to fill the gaps created by the scarcity of other materials."

"Principal use of softwood lum-

ber in peacetime is construction. Principal uses of hardwoods is in manufactured products, such as furniture, boxes, flooring, millworks, cars, handles, etc. The types of lumber required in a war program are the same as those needed for civilian use. Therefore, the lumber industry can easily convert to a wartime basis.

"Even when special wartime demands call for products not normally produced by the industry, about the only changes necessary in industry operations are those required to meet specifications as to size and grade. There is no problem, generally, of special re-tooling, scrapping of existing facilities, or development of new skills among the producers.

"Thus lumber stands ever ready to convert overnight from a peacetime to a wartime basis. And, when the dove of peace returns, the industry just as quickly can go all-out for civilian production."

AFTER ALL the confusing future surrounding DPA Manly Fleischmann's Congressional testimony that pointed to 600,000 housing starts this year, Federal spokesmen now seem agreed that "at least 800,000 new private homes will be built this year." Latest to make this promise was John L. Haynes, Building Materials Division director of NPA, on February 26 at the annual convention of the Associated General Contractors of America, Inc.

Haynes declared that the construction industry in general faces a good year ahead. He predicted that the total value of new construction to be put in place this year will amount to over \$27 billion—or about 8 per cent below the 1951 record.

Frank R. Crendon, NPA's assistant administrator for facilities and construction, told the general contractors that "the next step we plan to take will be to give the green light to more commercial construction—especially in those areas where unemployment is a problem." Incidentally, the U. S. Department of Labor predicts about 20 per cent less full-time jobs in construction this year than during 1951. This would mean 400,000 fewer site jobs.

THE NUMBER of housing starts

in the U. S. during January was 10 per cent more than in December—but 20 per cent under January '51. The BLS estimated 68,000 new permanent non-farm dwelling units started in 1952's first topsyturvy month.

The NRLDA survey of retail lumber stocks at the first of the year indicated that dealers were cautiously maintaining better inventory balance. Stocks nationally were down 2.7% from a year before—and 17.0% under the 1940 year-end level. December retail lumber sales were 22.0% less than November, and 13.4% under the previous December.

Lumber production and sales at the mills took a turn for the better last month. The National Lumber Trade Barometer for the week ending February 23 showed that shipments were up 68.9% and new orders up 63.1% above the 1935-39 average for the week, production was 102.7% greater than that period's average for the week. For the year to date, shipments were 6.4% more than output, and new orders were 13.1% ahead of production.

THE CORPS of Engineers' lumber auction in Richmond, Va., last month resulted in letting contracts for 45 million feet at prices several dollars per thousand under those received at the New Orleans auction in January. The spreads on contract prices for No. 2 common Southern pine S4S in bundles were, for different sizes: 1x4, \$51-\$53; 1x8, \$80-\$85; 2x4, \$62-\$65; 2x8, \$74-\$77; 2x10, \$80-\$83.

HOW MANY prefabricated houses were sold in these United States in 1951—125,000? 50,000? 300,000? The middle figure—50,000—is right, according to a statement from the Prefabricated Home Manufacturers Institute.

Produced by 80 companies at an estimated value, exclusive of land, of \$382,630,000, these prefabricated units accounted for nearly 6 per cent of all new single-family homes built in non-farm areas in the nation. And, according to PHMI's Harry Steidle, the prefabrication industry supplied a larger percentage of the nation's homes in 1951 than in any previous year. This year's prefab goal is 55,000 units of the 800,000 total goal.

BUY DIRECT!

STEP UP YOUR SALES and PROFITS

with
HUNTINGTON METAL-FOLD-SAFETY STAIR

• SAFE
PROTECT
LIFE & LIMB



• STEEL HAND RAIL
• EVERYTHING BOLTED
• CANNOT WARP
• NON-SKID TREADS
• ALL METAL

2

SIZES
STANDARD
25½"
LUXURY
31½"

By following lengths:
46" 54" 60"
LENGTHS
FOR CEILING HEIGHTS
7'6" to 10'
ADJUSTABLE
• Spring Tension Adjustable
—PRE-TESTED—
FOR POUNDAGE
PULL

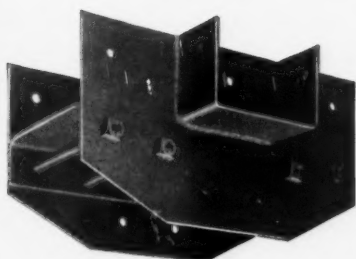
**COMPLETELY
ASSEMBLED
PACKAGED
READY TO INSTALL**

Write for further information

HUNTINGTON INDUSTRIES, INC.
2368 Prospect • Memphis, Tenn.

ORDER FROM STOCK!

Low Cost TIMBER FITTINGS for Industrial and Commercial Buildings



DUPLEX STEEL POST CAPS

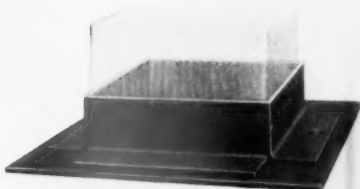
made of heavy, open-hearth steel plate and finished complete, ready to frame any arrangement of timbers coming into a post. Accurately sized in an efficient design that forms a complete cap around the post. Stronger, more convenient than other types of post caps. APPROVED BY UNDERWRITERS' LABORATORIES.

WRITE NOW for BOOKLET 27-B

JOIST HANGERS—Fit closely on all sides! Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.



POST BASES—Made of steel plates and angles, welded to make a tight fit on all standard timber sizes. Greater load bearing capacity than other types of bases.



The Duplex Hanger Co.

1289 East 53rd St.

Cleveland 14, Ohio

**DON'T LOSE SALES
BECAUSE OF LOW STOCKS!**

**BIG DEMAND
CONTINUES FOR
R-V-LITE®
and VIMLITE®
ALL-PURPOSE
WINDOW
MATERIALS**

**HEAVY SELLING MONTHS
STILL AHEAD!**

New VIMLITE types and wider uses continue to bring you EXTRA VOLUME right through the Spring repair season now at hand.

- DISPLAY YOUR R-V-LITE PROMINENTLY
- CHECK YOUR R-V-LITE RESERVES
- ORDER AMPLE STOCKS TODAY

Exclusive Manufacturers of R-V-LITE
ARVEY CORPORATION
SINCE 1905 3462 N. Kimball Ave. Chicago 18



6 POPULAR TYPES
Fit every need
... suit every purse

**FASTER INSTALLATION
MEANS FASTER SALES!**

IDEAL All-Wether Window Units can be installed quickly and easily. They arrive at the job-site complete with frame, sash, balances, weather-stripping applied, and window screens... all ready to slip right into the rough window opening. They are Preservative Treated to assure long life. Contractors and builders appreciate and demand this ease and speed of installation... as well as the many other advantages of IDEAL All-Wether Window Units. They all add up to greater sales for you in '52.

**ASK
YOUR
JOBBER
ABOUT**



**THE
IDEAL
ALL-WETHER
WINDOW UNIT**



Manufactured by IDEAL COMPANY, Waco, Texas

WHOLE HOUSE JOB

(From page 31)

partment," Cheeseman asserted, "is the hiring of a first-rate mechanic to head the department. This is a technical field that takes engineering knowledge and leadership."

Scanning the area for a master mechanic back in 1944, Cheeseman located and employed experienced Arthur Grimes, and to him this dealer attributes a large share of the success of Berkeley's plumbing and heating department.

After considerable difficulty of lining up and obtaining plumbing and heating equipment and supplies, the department was launched with regular advertising in the newspaper, on the radio, and through word-of-mouth enthusiasm over the "satisfactory job"

just finished by this firm.

A key to such satisfied customers, Cheeseman said, is personal supervision over every plumbing and heating installation, with careful inspection at proper points in the progress of each job.

"We inspect every job, no matter how small, upon its completion to make certain it meets not only customer satisfaction, but our own professional standards of performance," Cheeseman continued. "We guarantee all our plumbing and heating work. If we find anything unsatisfactory we will tear out the whole job if necessary."

Supervisor Grimes goes into each home before a heating system is put in to determine the right type and size of heating system for the residence. He reviews features of hot-air and radiator systems, the costs of installing and operating each, and other points of hygienic, economic, or control importance to the customer. There is no fee for this.

This dealer gladly assists any home-owner who wishes to purchase just the equipment, supplies, and fittings for installing his own water or heating system. Again, Grimes will lay out the entire job for the customer, give him step-by-step procedure, and then go out to check over the job, if the customer so desires. There is no charge for this service; it is exchanged for the equipment and materials order.

General Manager Cheeseman declared that the stimulation given by the plumbing and heating department to the sale of lumber, millwork, other materials, and appliances is inestimable.

Carrying a \$60,000 inventory with complete sheet-metal shop, the Berkeley Lumber Company has three outside salesmen in the counties of Berkeley, Jefferson, and Morgan, drumming up orders for water systems, heating systems, and complete bathrooms, or kitchen and laundry water fixtures. These salesmen cover a 15-mile radius and call on rural and suburban, as well as in-town, installation prospects.

Berkeley Lumber sponsors a newscast on a local radio station at 6 p.m. daily, with spot announcements devoted to plumbing, heating, and other supplies and services marketed by this firm. Of three advertisements carried in local papers each week, one is devoted to Berkeley's guaranteed heating and water systems.

Berkeley has used the GI veterans' training program to train men in plumbing and heating installations. Now two of these war veterans have graduated as "master mechanics."

Every member of the plumbing and heating department has attended training schools of from two to four weeks conducted by Delco factory engineers.

Arkansas Convention Bills Prominent Speakers

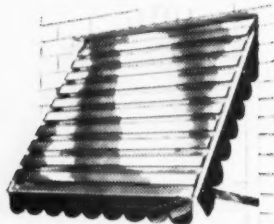
"The Markets We Are Losing and What We Can Do About It" will be the title of a talk at the 48th annual convention of the Arkansas Association of Retail Lumber Dealers at the Marion Hotel in Little Rock, April 9-10.

Other speakers will include: Al Pollard, Brooks-Pollard advertising agency; W. Van Murchie, St. Joe, Mo., banker; Clayton Rand, Gulfport, Miss., editor and lecturer; Joseph Leopold, Dallas tax authority; Dr. Kenneth McFarland, Topeka, Kan., orator, and Allen T. Flint, secretary-manager of the Southwestern Lumbermen's Association.

Dr. McFarland will be the banquet speaker Wednesday evening. The Thursday morning session will begin with a movie of the Arkansas-Texas college football game last fall, with Fred Giles as commentator.

Dealers—Attention!

Territories Open
Throughout the State



AIRO-VENT
All-Aluminum Awnings

Retails at **\$11.95** none higher than **\$17.95**

Now! The lowest priced aluminum awning on the market opens the door to volume awning sales for you!

- liberal dealer discount
- no inventory needed
- individually packaged



PEERLESS PRODUCTS CO.
1013 Charlotte St.
Kansas City, Mo.

Send complete information
on AIRO-VENT Dealership

Name _____
Address _____
City, State _____

LUMBERYARD

Retail, located in Kansas City, Mo., handling all kinds of lumber, building materials, paint, hardware, millwork, roofing, insulation, etc. Excellent location in fast growing area on busy street and highway. Spur track through yard. Splendid opportunity. Owner must sell because of ill health. ALEXANDER LUMBER CO., 4804 East Fifth St., Kansas City 4, Mo.

FOR SALE OR LEASE

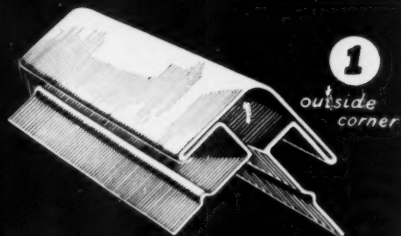
Retail lumber yard combined with new and used plumbing. Located in West Virginia in a metropolitan area of 75,000. Business doing nice volume. Owner is ill and wants to sell or lease. Box No. 26, Southern Building Supplies, Atlanta 5, Georgia.

EXPERIENCED MANAGER

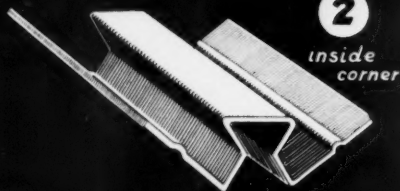
available for established lumber or building supply yard, or as assistant manager of large yard. Twenty-six years of varied yard experience. Married. Don't drink or gamble. References furnished. Write Box No. 28, Southern Building Supplies, 806 Peachtree St., N.E., Atlanta 5, Georgia.

JOBBER'S

nothing better for
BETTER siding jobs



1
outside
corner



2
inside
corner



3
door and
window
trim

AVAILABLE
FOR
IMMEDIATE
DELIVERY

The **ALLMETALLOY** asbestos siding trim invites comparison with any other equipment on the market from a standpoint of quality, durability and workability!

SELL ALLMETALLOY SIDING TRIM
with these important features

1. Made from zinc, **ALLMETALLOY** trim is rigid
2. It is better made, more accurately rolled and formed
3. Note the ribbed flanges and how the folds in the channel are rolled tight

This strong, accurately made asbestos siding trim, in the three shapes illustrated, is furnished in 10' lengths. We have any or all of this **ALLMETALLOY** trim in stock.

Information on other shapes available will be sent upon request

DEALERS

If your local jobber cannot supply you write direct

ALLMETAL

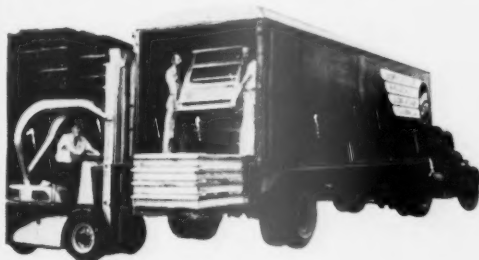
NAME ALLMETAL REGISTERED U.S. PATENT OFFICE

Weatherstrip Company

2239 North Knox Avenue

Chicago 39, Illinois

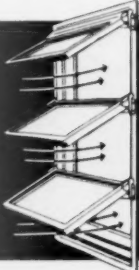
ALL ABOARD! for Chicago and
all points North, East, South and West!



Gate City Wood Awning Windows are "Going Places" by the truckload...to dealers and builders across the nation...meeting popular demand everywhere for the one window with modern "climate control" performance for comfort and beauty in every type or style of building.

Gate City
Preservative-Treated WOOD
AWNING WINDOWS

Completely assembled at the factory, for economical racking, storage and delivery to the job. Priced right and available for quick delivery.



A Dealer Offer "Worth Looking Into!"

Stock sizes and styles to meet every need. Three sizes meet most requirements. Profitable to handle and warehouse. Nationally advertised in leading trade and consumer publications. Local dealer advertising sales promotion aids to help make your sales job easier.

PROMOTIONAL DEALER TERRITORY STILL OPEN

GATE CITY SASH & DOOR CO.
P.O. Box 901, Fort Lauderdale, Florida

Gentlemen: SBS-3

Send complete information on dealership
for Gate City Wood Awning Windows.

NAME _____

ADDRESS _____

CITY _____ STATE _____

one of the many
extra-benefit features

built
into

NATIONAL LOCKset
Patent Applied

'Slot-Engage' Installation ...a Profitable Time Saver

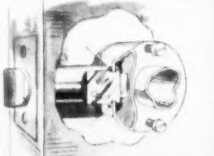
Among the extraordinary engineering features of popular, new NATIONAL LOCKset is the firm yet instant slot-engagement of latch body to lock body during installation on the door. • This one step alone saves valuable minutes, which become valuable hours, when projected against almost any job. • Here is just one of many solid reasons why NATIONAL LOCKset is the best unit for you to buy, sell, specify and use. Write us for complete information.



1. PUSH IN LOCK ASSEMBLY



2. PUSH IN LATCH ASSEMBLY



3. INSTANTLY ENGAGE BY
FIRM "TONGUE-IN-
GROOVE" CONTACT



order from your supplier

DISTINCTIVE HARDWARE...ALL FROM 1 SOURCE

**NATIONAL LOCK
COMPANY**

ROCKFORD • ILLINOIS
MERCHANT SALES DIVISION



Index of ADVERTISERS

A	A & F Tinsboard Co.	30
	Adams Rite Mfg. Co.	76
	Advertising Council	*
	Air Control Products Inc.	91
	Allied Building Credits, Inc.	84
	Allmetal Weatherstrip Co.	97
	American Asphalt Roof Corp.	97
	American Lumber & Treating Co.	*
	Anthony Truck Co.	93
	Armstrong Co., The	95
	Arvey Corp.	82
	Asbestos Corp.	16
	Associated Plywood Mills, Inc.	11
	Atlantic Steel Company	*
B	B & T Metals Company	26
	Barelay Mfg. Co.	*
	Barney Stewart Co.	*
	Barrett Div. (Allied Chemical & Dye Corp.)	*
	Bessler Disappearing Stairway Co.	*
	Buckeye Saw Company, The	99
C	Caldwell Mfg. Co.	74
	Cameron & Co., Wm.	95
	Carpenter Oak Flooring	82
	Casings, Inc.	79
	Celotex Corp.	12 and 13
	Certain-teed Products Corp.	51
	C & H Air Conditioning Fan Co., Inc.	89
	Chapman Chemical Co.	80
	Chicopee Mfg. Corp.	Fourth Cover
	Cincinnati Iron Fence Co.	*
	Coffman Co., R. G.	95
	Consolidated Iron Steel Mfg. Co.	92
	Craig Wood Prod. Co.	2
	Cumberland Portland Cement Co.	47
	Curtis Companies, Inc.	*
D	Davis Co., H. B.	59
	Dexter Iron & Steel Co.	68
	Delph Hardware and Specialty Co.	*
	Detroit Steel Products Co.	53
	Dixie Steel Company	*
	Donley Bros. Co.	*
	Douglas Fir Plywood Assn.	*
	Drywall Trim, Inc.	95
	Duplex Hanger Co., The	*
E	Ez Way Sales, Inc.	88
F	Fabricated Products Co.	*
	Farm & Ranch Publishing Co.	19
	Fir Door Institute	*
	Fletcher-Terry Co.	*
	Flintkote Co.	99
	Foldaway Stairway Co.	*
	Fuller Plywood Co., T. C.	*
G	Gate City Sash & Door Co.	97
	Georgia Pacific Plywood Co.	24
	Getty & Co., Inc., H. S.	*
H	Hager & Son's Hinge Mfg. Co., G.	55
	Heatlator, Inc.	3
	Homesite Co.	93
	Hoppe's Windows, Inc.	94
	Howell Mfg. Co., The	27
	Hunter Fan & Ventilating Co., Inc.	90 and 91
	Huntington Industries, Inc.	90 and 91
	Hurtshouse Oak Flooring Co., Inc.	*
	Huttig Sash & Door Co.	*
I	Ideal Cabinet Corp.	28
	Insulate Div. Minnesota & Ontario Paper Co.	28
J	Jackson Mfg. Co., W. L.	16
	J. M. J. Prod. Co.	61
	Johns Manville, Inc.	61
K	Kearney & Mattison Co.	*
	Keystone Wire Cloth Co.	*
L	Leigh Building Products, Div.	91
	Libbey Owens-Ford Glass Co.	5
	Lockport Cotton Bating Co.	5
	Longview Lime Corp.	5
	Luxgreen Company	Third Cover
	Ludman Corporation	Third Cover

SCHOOLS

HOSPITALS • INDUSTRIAL • COMMERCIAL
RESIDENTIAL • CONSTRUCTION ...



Get the MOST for
Your Building \$\$'s

ONLY PULLMAN
SASH BALANCES

GIVE YOU ALL THESE FEATURES

1. **PERFECT BALANCE** ... window weight absolutely balanced.
2. **EFFORTLESS ACTION** ... no weight to lift ... windows raise easily.
3. **LOW COST, EASY INSTALLATION** ... use regular pre-fabricated windows ... a minimum of on-the-job carpentry work.



4. **LIFETIME GUARANTEE** ... guaranteed against imperfect workmanship or materials for the lifetime of the building in which they are installed.

WRITE FOR LITERATURE

PULLMAN MANUFACTURING CORPORATION
ROCHESTER 21, N. Y., U. S. A.

"How-ell-dor"

BACKED BY 20 YEARS' EXPERIENCE



Sectional
UPSWEEP
GARAGE
DOORS

Residential &
Commercial

"HOW-ELL-DOR"

—the garage door designed with the user in mind—gives dealers something to talk about:

Beauty of design ... finest quality materials and workmanship ... sturdy, weathertight construction ... "feather-touch" door action ... minimum headroom ... in an economical package prefabricated for ready installation.

Send for
FREE CATALOG Today!



THE HOWELL MANUFACTURING CO.

7206 Hesbrook Ave., Philadelphia 11, Pa.

● The many positive advantages of "How-ell-dor" add up to a fast-selling item you'll find profitable to keep in stock. Prompt delivery, of course.

**MYER-LEE
DISAPPEARING STAIRWAYS**
A NEW EASY WAY TO YOUR ATTIC
USE YOUR ATTIC
FOR EXTRA ROOM

DEALERS
Increase
Your
Stairway
SALES
and
PROFITS

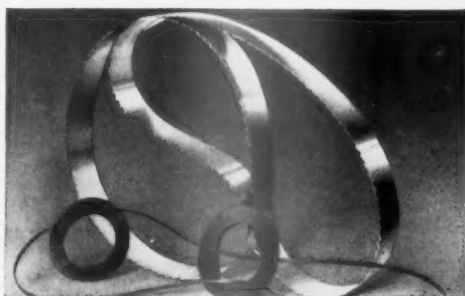
SHIPPING WT. 85 LB.
APPROVED BY F. I. A.
PATENT NO.
2506380

Completely mechanical—no lifting.
Rigid! Safe! Wide stringers—Wide treads. 2-Panel plywood door—Perfectly balanced.

SELLS FASTER

WRITE FOR COMPLETE DEALER INFORMATION.

FOLDAWAY STAIRWAY COMPANY, INC.
813 SEABOARD STREET
PORTSMOUTH, V.A.



BUCKEYE WIDE BAND RESAWS

Manufactured of highest grade American steel ... to your specifications. Widths available from 2 to 11 inches ... blades welded or brazed as you desire. Write for Catalog.

Manufacturers of

Saws for Wood, Metal, Cork, Bakelite, Fiber, Bone, Ivory, Paper, Band and Circular Knives for Paper, Cloth, Cork, Candy, Rubber.

DELIVERY
IN 30 DAYS
OR LESS



THE BUCKEYE SAW CO.

554 W. McMICKEN AVE.
CINCINNATI, OHIO

PRECISION

the only attic stairway
equipped with

ROLLER BEARINGS



Life time,
factory packed
ROLLER BEARINGS
make raising and
lowering stairway
practically effortless.

Precision Parts Corporation, not content with the smoothest and easiest operating stairway on the market, equipped their Precision Folding Stairway with roller bearings for still smoother and easier operation. Actuated by counterweights which operate on these bearings the stairway is practically 100% free of friction and all but raises and lowers itself.

OTHER OUTSTANDING FEATURES:

Constructed of No. 1 kiln dried poplar. Heavy cast aluminum alloy brackets, rocker arms and hinges. Composition safety treads on steps. Door panel insulated with Cellulose. Requires no attic space. Approved by F.H.A. everywhere.

FOR COMPLETE INFORMATION WRITE OR WIRE US TODAY.

Manufactured by

PRECISION PARTS CORPORATION

402 NORTH FIRST STREET

NASHVILLE 7, TENNESSEE

Index of ADVERTISERS

M	
Majestic Mfg. Company	93
Maple Flooring Mfrs. Assn.	*
Marquette Cement Mfg. Co.	63
Marsh Wall Products, Inc.	49
Masonite Corporation	*
Mengel Co., The (Plywood Div.)	*
Metal Trims, Inc.	81
Miami Window Corp.	Inside Front Cover
Miracle Adhesives Corp.	*
Monarch Metal Weatherstrip Corp.	56
Murray Company of Texas, Atlanta, Ga.	62
N	
Nanksee Aluminum Paint Co., Inc.	*
National Business Publications	22
National Gypsum Company	69
National Lock Co.	98
National Plastic Prod. Co.	6
Nova Sales Co.	*
Nu-Wall Mfg. Co.	*
O	
Ogehee Clay Prod. Co.	*
One-der Frame Corp.	82
P	
Paine Lumber Co., Ltd.	71
Pease Woodwork Co., Inc.	*
Peerless Paint & Varnish Co.	*
Peerless Products Co.	96
Perma Products Co.	15
Piper Mfg. Company, H. K.	89
Plastergon Wallboard Co.	4
Precision Parts Corp.	160
Preslite Mfg. Co.	83
Pullman Mfg. Corp.	99
R	
Red Cedar Shingle Bureau	*
Reed Unit Fans, Inc.	92
Reynolds Metal Company, The	21
Roach & Muzzey Co.	77
Ross Carrier Co., The	65
R. O. W. Distributors	17 and 18
Ruberoid Company	75
S	
Seaboard Plastics Corp.	*
Siskraft Co.	*
Southern Metal Products Corp.	70
Southern States Iron Roofing Co.	14 and 15
Stanley Works, The	78
Steelcraft Mfg. Co.	1
Steel Door Corp.	8
Stewart (Electric), S. J.	84
Superior Fireplace Co.	60
Superior Wall Prod. Co.	58
T	
Tennessee Fabricating Co.	*
Tennessee Products & Chemical Co.	73
Texas Co., The	*
Trade Wind Motors, Inc.	87
Trinity Div., General Portland Cement Co.	57
Tri Stone Company	*
Turner & Seymour Mfg. Co.	*
Turpentine & Rosin Factors, Inc.	*
Tylac Co.	*
U	
U. S. Plywood Corp. (Industrial Adhesives Div.)	26
U. S. Plywood Corp.	*
United States Treasury	*
Union Aluminum Co.	23
Upson Co.	25
V	
Van Packer Corp.	72
Vento Steel Prod. Corp.	75
Vibro Co., Inc. J. N.	*
Vital Products	*
W	
Wallace Mfg. Co.	64
Well-Bilt Prod. Co.	85
Weyerhaeuser Sales Co.	*
Wickwire Bros., Inc.	*
Wood Conversion Company	*
Wood Window Program	*
Wood Lumber Co. W. J.	87
Y	
Youngstown Manufacturing, Inc.	*
Z	
Zinselite Co.	67

with

Auto-Lok PATENTED WOOD WINDOWS

Everybody Profits!



Dealer...

AUTO-LOK is the pay-off window! Sells on sight! The greatest advance in window design in over 30 years! Easy to handle. No parts to lose. Quickly available. Priced to sell.



Builder...

installing the window women want most adds sales appeal to new homes. Easiest to install — delivered completely assembled!



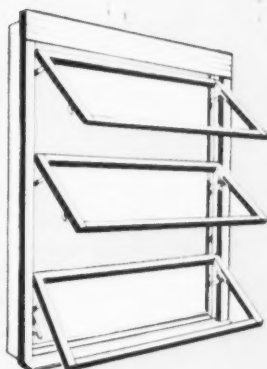
Architect...

most prize winning home designs have modern awning windows!



Home Owner...

protects home resale value with lifetime windows. Enjoys the perfect window for every climate, with all these exclusive features...



**TIGHTEST CLOSING WINDOW
Ever Made**

**SEALS ITSELF SHUT
LIKE A REFRIGERATOR**



FEATURES

TIGHTEST CLOSING... 10 times tighter than ordinary windows!

PATENTED AUTOMATIC SELF-LOCKING on full weatherstripping

EXTRA SAFETY-LOK doubles security

FRESH AIR NITE-VENT ventilation plus protection

ROTO-TYPE OPERATOR... no interference with drapes or blinds

PERFECT VENTILATION... even while it's raining. Opens widest — to almost 90°

PRACTICAL BEAUTY narrow, graceful lines

CONCEALED HARDWARE... no unsafe, unsightly mechanism

FINGERTIP CONTROL... precision built, rustproof, self-adjusting

EASIEST TO CLEAN... outside from the inside, top sash too!

INSIDE SCREENS AND STORM SASH just flip the clips to change

Put an **Auto-Lok** sample on your sales floor.

A 3-minute demonstration will convince you that AUTO-LOK SELLS ON SIGHT!

And — the greatest national advertising program in wood window history is under way to help you sell AUTO-LOK.



MAIL THIS COUPON TODAY

LUDMAN Corporation
Box 4541, Dept. 583, Miami, Florida

Please send me, without obligation, the booklet, "WHAT IS IMPORTANT IN A WINDOW" and complete information on the Ludman Products checked here:

- | | |
|--|---|
| <input type="checkbox"/> Auto-Lok Wood Windows | I am a . . . Dealer <input type="checkbox"/> |
| <input type="checkbox"/> Auto-Lok Aluminum Windows | Builder <input type="checkbox"/> |
| <input type="checkbox"/> Window-tite Glass Jalousies | Architect <input type="checkbox"/> |
| <input type="checkbox"/> Window-tite Jalousie Doors | <input type="checkbox"/> Other <input type="checkbox"/> |

Name

Address

City State

LUDMAN LEADS THE WORLD IN WINDOW ENGINEERING

NOW!

**THE BIGGEST STORY
IN SCREEN CLOTH!**

**BIGGEST AD CAMPAIGN
BEHIND ANY SCREEN CLOTH!**

**HERE'S HOW TO PUT THEM
TO WORK FOR YOU!**

**IDEAL FOR EVERY
EXTERIOR USE...**

**Longest Lasting Screening
You Can Buy!**

HERE'S PROOF THAT LUMITE® SCREENING
OUTLASTS ALL OTHER KINDS!



Can't be beat for durability! In actual comparison tests under the worst exposure conditions, LUMITE saran screening resisted the effects of weather outdoors *better than ALL other kinds of screening!* LUMITE is unharmed by salt air, humidity, city soot and acid smoke.

Further tests proved LUMITE has the strength to take harder blows without bulging or breaking than ALL other kinds of screening!

Save work, money these 3 ways:



1. NO PAINTING
or varnishing needed to preserve LUMITE because weather outdoors has practically no effect on LUMITE. Ideal for every exterior use.



2. NO UGLY STAINS caused by screen rust or other corrosion because LUMITE screening is made, not of metal, but of rustproof, corrosion proof iron.



3. FEWER REPAIRS, fewer replacements over the years. Because LUMITE lasts longer and is actually more resistant than all other kinds of screening

RUSTPROOF, CORROSION-PROOF

LUMITE

SARAN SCREENING

Free sample and folder. Write: Dept. AM-24, Lumite Division, Chicopee Mills, Inc., 40 Worth Street, N. Y. 13, N. Y.